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TAKE the mystery and remote magic of glass expressed in iridescent bubbles on slender stems, sparkling crystal encrusted with coin gold, enriched with the glamor of little gleaming lights reflected in deep-etched designs of living beauty—translate it all into one word and you say, "Fostoria."

To make "Foctoria" mean all this and be preferred in homes where good taste dictates is the objective toward which The

Fostoria Glass Company, of Moundsville, W. Va., and Advertising Headquarters are collaborating.

With illustrations, copy and a typographical niceness consciously contrived and carefully planned, the art of advertising vies with the art of the glassmaker. It definitely assigns to our client the prestige and the position which is rightly theirs by merit of merchandise.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"See My Partner"

- Savs MR. FARMER

A good salesman will sell both the farmer and his wife on any important expenditure for the home or farm.

Good advertising in farm papers makes this double appeal.

STANDARD FARM PAPERS give special editorial attention to the partnership interest of the housewife in her husband's business.

The Standard Farm **Papers**

Are Welcome Visitors to Over TWO MILLION FARMS

STANDARD FARM PAPERS, Inc. WALLACE C. RICHARDSON, Wallace C. Richardson, Gen. Mgr. Transportation Bldg. 95 Madison Avenue



Wallaces' Farmer Established 1895

Prairie Farmer, Chicago Established 1841

Wisconsin Agriculturist Bstablished 1877

American Agriculturist Established 1842

Progressive Farmer Established 1886 . Birmingham, Raleigh, Memphis, Dallas

Pacific Rural Press Established 1871

The Farmer, St. Paul Betablished 1882 The Breeder's Gazette

Established 1881 Hoard's Dairyman Bstablished 1870

The Nebraska Farmer Established 1859

The Farmer's Wife Established 1900

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK, AUGUST 28, 1924

What Are We Going to Do about Guarantee Abuses UNIVERSITY

Has the Policy of "No Questions Asked" Been Overdone on Acceptions.

Returns of Faulty Merchandise?

By E. B. Weiss

WHAT are we going to do about guarantee abuses?

It isn't necessary to cite statistics. The guarantee is being abused right and left. It is being abused by every kind of distributor and by the final consumer. It is about time an effort was made to curb the prevalent notion that manufacturers will stand for anything.

This article asks: "What are we going to do about guarantee abuses?" because little is really being done. S. Karpen & Bros., the furniture concern, is a typical example. "We rebuild our goods if they break down even though it be through rank abuse on the part of the consumer," says one of the executives.

Charles H. Schopbach, president of the International Corset Company, says of that company's policy: "Of course with such a policy as ours, quite a little grief has to be taken into the bargain. We give the dealer the benefit of the doubt, when he returns merchandise to us as being faulty, since we know that he must do likewise with his customers."

In other words, the general practice is to take just about what comes along, perhaps to the accompaniment of a little grumbling now and then, but more often with a smile, which may be deliberately forced. "The public is always right," is a statement few dare to question.

Here is an incident which typifies the entire situation. Jones buys a pair of washable gloves. With the gloves comes a printed slip, giving directions for washing them. It is explained that only lukewarm water is to be used, only a certain kind of soap and that the gloves be dried in a certain manner. But Mrs. Jones is in a hurry. She uses boiling hot water, any old soap that is handy, and dries the gloves over the radiator. Result? Gloves that are no longer wearable. The first time they are put on after the washing, they fall to pieces. And a short while later, Mrs. Jones is storming at the door of the dealer where she purchased the gloves, demanding a new pair.

Now Mrs. Jones is a good customer. The dealer feels he cannot afford to offend her. His experienced eye tells him in a minute that the gloves have been mistreated. With more or less—usually less—quibbling, he hands Mrs. Jones a new pair, takes the old, and mails it back to the factory, expecting to receive a credit of from 50 to 100 per cent.

As a matter of fact, the glove manufacturers no longer stand for it. This leads us into a discussion of what should and could be done about it.

Perhaps in no field has the guarantee, written or implied, been abused to a greater degree than in the glove industry, although

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certain manufacturers in other lines might be disposed to dispute that. In any event, glove conditions were bad some years ago. They aren't nearly as satisfactory as they might be, today. However, they are vastly improved.

Most glove manufacturers are endeavoring to apply the rule of reason. The merchandise is carefully inspected at each stage of the manufacturing process. It is inspected again when it is finished. This checking up at every step is so assiduously done that the manufacturers no longer accept every return that comes along. In fact, in most instances, dealers are given credit for returns only when the fault in the glove was discovered at the time it was tried on. Of course, if a pair of gloves is worn only a day, and then rips, the manufacturer will accept a return and supply a new pair or repair the gloves, as the examiners decide. In brief, the plan is to exercise good common sense.

This is what H. S. Hall & Company, glove manufacturers since 1869, have to say in summarizing the industry's policy: "The general rule is that most good glove manufacturers are willing to back up their dealers in accepting returns if the merchandise is actually at fault. However, they are not willing to be flooded with returns due to carelessness or negligence, either by the dealer or by the consumer." Jacob Adler & Co. tell us the

same thing.

This, then, is the first step in answering the question: What are we going to do about guarantee abuses? It is a hint to every association, whose manufacturing members are faced with the difficulty. There is no surer method of getting at the root of this trouble than by co-operative study and joint action.

Think back to the conditions which are responsible for the present state of affairs, and the importance of solving this by group work immediately becomes apparent. Manufacturers permitted the guarantee to be abused as much through fear of competition, as through a sincere desire

to serve their public. It was the old story all over again of allowing certain evil trade practices to grow because competitors made no effort to stop their development. Few manufacturers felt that they could do, as individuals, what the entire industry would not do as a group. That is only natural. In the matter of accepting returns, especially, is it difficult for a lone concern to break away from the crowd.

Consequently no more important suggestion can be made than that the subject be scheduled for discussion at association meetings and be thoroughly threshed out. The automobile tire industry offers a splendid object lesson in what can be accomplished through co-operative effort.

Mileage had been guaranteed by the tire makers since the very early years of motoring. Under doubtedly there was a need for the guarantee at the start. But with the remarkably quick increase in manufacturing skill, the need for a mileage guarantee no longer existed. Yet, the industry continued to feature guarantees which were almost unmercifully abused.

HOW TIRE MAKERS MET PROBLEM

Then, the Tire Manufacturers' Division of the Rubber Association announced a standard tire warranty. This offered adjustments on all tires found actually defective. But it promised nothing at all where the fault was due to the motorist himself. Instead of placing the manufacturers in position where they could scarcely protest even at the most obvious imposition, the new warranty reserved, for the manufacturer, the right to examine the faulty tire and make whatever adjustment expert examination showed to be proper.

The tire industry, though, did not stop there. It decided that there was still another step it might take in correcting guarantee abuses and this was to start a campaign of paid advertising which would teach not only the meaning and advantages of the new warranty, but also how to

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Prosperous Farmers

·MAKE

PROSPEROUS SMALL TOWNS

THE highest farm produce prices in recent years have brought prosperity to small towns all over the country.

THE addition of Christian Herald to your list for this Fall and next year will open the door to thousands of leading church families who dominate these small towns.

CHRISTIAN HERALD

BIBLE HOUSE

NEW YORK

care for tires in order to get out of them the long life which the makers build into them. The entire story was told in the August 30, 1923, issue of PRINTERS' INK.

The members of many other trade groups are asking themselves: "What are we going to do about guarantee abuses?" The tire industry's answer is one that many other industries would do well to adopt.

EDUCATIONAL ADVERTISING NEEDED

A campaign teaching consumers how properly to use the product, together with a concerted effort to educate dealers and clerks so that they will sell in a manner which would reduce the number of returns, would go a long way toward eliminating abuses in more than one field. Such a campaign would be doubly effective if based on a standard warranty, such as that of the tire manufacturers, or, if that is impossible, at least a code of ethics which would outline the duty of manufacturers in accepting returns.

Another industry which suffers from abuse of the guarantee is the automobile storage battery. This business has been burdened with unreasonable guarantees of every conceivable sort. Some of these guarantees have had very little to back them up in the way of genuine willingness or ability to render the service promised.

One of the leading concerns making automobile storage batteries outlined the situation to PRINTERS' INK, but requested that no use be made of its name in describing its plan. We can only say that the company is one of the largest advertisers in its field and also among the leaders from standpoint of size of output.

Some time ago, this company discontinued guarantees and gave customers instead ninety days free insurance. Under this policy, when someone buys a new battery and has it registered at one of the company's service stations, he is insured satisfactory service absolutely free of charge for the first ninety days. Any defect in a storage battery would be apparent in less than that time.

When the motorist begins to experience battery trouble only after his battery has been in use ninety days, it is not because of faulty construction but is due to his neglect or mistreatment. Consequently, he is not entitled to any redress.

However, the plan does not end here. Every dealer, when he signs a service station contract with the company, agrees to carry out the policy as outlined. For this he is paid a fixed compensation, based on his battery purchases. The company keeps a record of his purchases, and every three months mails him a check which is a certain percentage of his purchases for the previous three months.

The sales manager of the company says: "The quality of our product is such that our dealers can well take care of all this service work and make money out of the amount that we refund to them. Very few dealers ever have more expenses than can be covered by their compensation. Consequently, we have no trouble whatever in maintaining this policy. When a dealer does not live up to the policy, we care for the customers from another service station and make a change in dealers as soon as possible."

There is a great deal to recommend this plan. In contrast to customary practice, which at best is characterized as slipshod, this battery manufacturer has endeavored to deal with his guarantee in the same scientifically accurate manner with which production methods are commonly handled. Of course, the personal element must always be taken into consideration in framing an adjustment policy. It is scarcely possible or advisable to stick to unvarying methods in making adjustments. At the same time, a practical policy, administered with sound sense and good judgment, is far better than the more widespread practice of having a policy

which is really no policy at all.
PRINTERS' INK has said on
more than one occasion that advertising becomes the guarantee
(Continued on page 122)

Our November Issue

celebrating the 25th Anniversary of

closes September 10th

350,000 copies will be printed. Rate based on 270,000 net paid. Illustrated in color. New size. 93/8 x 121/8. Any color and black on color pages. Any two colors with cover positions. Big features will greatly extend current life.

THE SPRAGUE PUBLISHING COMPANY (Member A. B. C.)

Lafayette Boulevard Detroit, Michigan

For Every Dollar spent 20 years ago - three dollars are spent to-day



VERY year 400,000 new immigrants become purchasers of American goods—and 2,000,000 boys and girls reach

the age where they buy for themselves for the first time.

And still more significant—everyone of these buyers spends more money every year—for three dollars are spent today where only one was spent twenty years ago.

Unless a business sells to this new market it cannot forge ahead.

Lulled to a false sense of security by a regular annual sales increase many busi-

J. WALTER

nesses have not realized that leadership was slipping from them until it was too late to win it back.

The J. Walter Thompson Company has assisted in developing entirely new markets for many products of long established use. Not infrequently these new uses have yielded a volume equal to or exceeding the original sales.

With other manufacturers the experience of the J. Walter Thompson Company has made it possible to suggest additional new products which have grown to national volume.

The leadership of the future will rest with those manufacturers who not only sell on a large scale but keep selling all the time—not only hold their old markets but reach out after the new that spring up every day.



THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

Government Analyzing Domestic Markets and Mapping Trade Zones

Division of Domestic Commerce in Seeking to Lower Distribution Costs Has Studied Conditions That Govern Sales and Distribution in Every State of the Union

By Henry H. Morse

Retiring Chief of Division of Domestic Commerce, Department of Commerce

F OR several months the members of the Division of Domestic Commerce have realized an increasingly widespread interest in the activities of the organization. A great many letters have been received from advertising and sales managers, and, aside

from those requesting specific information, a composite arrangement of the inquiries, including both direct and implied questions, would probably read some-

thing like this:

"What has the
Division accomplished that I can
make practical
use of since it
was organized a
little over a
year ago? What
methods and facts
have you discovered that will
offer us opportunities for distributing our
goods more economically? How

and when will your service be made available to us and in what

These questions are eminently fair and to be expected. Several enthusiastic newspaper and magazine writers early announced that the Division would soon become an invaluable aid to American manufacturers in their domestic merchandising; but as yet it has published no reports of its investigations and surveys, and apparent-

ly there has been no material and general fulfilment of their promises. Hence it is obvious that the questions warrant a more complete and detailed answer than is possible under the limitations of office letters.

One of the principal reasons for

Here is another example of PRINTERS' INK's endeavors to keep advertisers informed of Government activities that will help their businesses. This article explains three Government studies that are important to manufacturers. These studies are:

(1) Establish facts for the measurement of markets in important lines.

(2) Make regional surveys of the entire country as the Government has been doing in foreign countries.
(3) Find the most eco-

(3) Find the most economical method of establishing domestic territorial boundaries from a commercial standpoint.

of the Division Domestic of Commerce was the country's large and increasing cost of distribution and the necessity of finding ways and means of providing more economical methods. That was the first important undertaking on the program, and so it remains. But before this importantsubject

could be ap-

proached for

study the Division had to be

organized, a work

admirably carried

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the organization

out under the skilful and experienced direction of Irving S. Paull. However difficult, this work was not spectacular in the slightest; very little has been said or written about it; but its importance cannot be overestimated, and it has made possible everything the Division has accomplished and will accomplish in the future.

At the present time the organization may be compared with that of a new manufacturing firm

10



Do Twins Look Alike?

The Des Moines Sunday Register recently published pictures of sixty-four Iowa children, thirty-two pairs of twins, in its rotogravure section.

"Can you match the twins?" was asked of the 130,000 subscribers of The Sunday Register.

Eighteen thousand three hundred and twenty readers thought they could. Their replies filled over 200 mail sacks.

One out of every seven Sunday Register subscribers competed.

How's that for responsive circulation?

The Des Moines Sunday Register Is Iowa's One Big Metropolitan Sunday Newspaper

with all its machinery and personnel assembled, with something of a demand for its product established, and which is about to come into production. For within the next few weeks the Division expects to publish the first of an endless series of reports as a result of its numerous activities.

In its study of the principal problem the Division has approached the subject of domestic distribution from three major angles. First, it has attempted to establish facts for the measure-ment of markets in important lines that will at least indicate market capacities for all lines. Its second class of studies constitutes a series of regional surveys, in which it is attempting to analyze various territories of the country in the same complete manner employed by the Bureau of Foreign and Domestic Commerce in analyzing our important foreign territories. In words, it is trying to discover and explain the peculiar and varying conditions that affect the sale and distribution of goods in our different markets. And its third effort is concerned with the best practices, with the most economical methods of establishing territorial boundaries, and of utilizing the information of market capacities and territorial differences to advantage in the actual selling of manufactured goods.

The first report on markets by States for electrical household appliances, to be published soon, is a study of the existing markets. Electrical goods were chosen for the subject because comparatively little is generally known about the actual demand for them, for the reason that their sale is a good indicator of the demand for other products, and because of the importance of the factors that influence their demand. The report covers the availability of power in both the suburban and urban districts of the States. Both statistically and otherwise, deals with incomes by groups. It also shows the trends of demand caused by the racial characteristics of the populations in certain districts and territories, and contains a great deal of information that could not be gathered and worked out by any other agency, except at prohibitive cost.

There is no doubt that this report will prove of interest and value to all sales and advertising managers in the electrical appliance business, and I believe that there is much in it that will be helpful in the merchandising of many unrelated lines, for it contains much general and unusual information. For instance, it was soon found that the practice of fixing sales quotas, on the basis of the past performances of salesmen, was decidedly unreliable as a measurement of markets. While the quota method may serve a useful purpose in spurring individual salesmen to greater effort, it is not always fair to the salesman, and it does not appear to offer any accurate indication of the amount of business a territory should give.

The publication of the report on the markets for electrical goods will be soon followed by one covering a similar study on sanitary ware. A study also is being made of the markets for paints and varnishes, and the report will be published early in the fall as probably the third in the series of the studies on the subject.

HOW MANUFACTURERS ARE HELPED

The sole object of these publications is to offer the manufacturers and distributors of the country opportunities for comparison that will aid them in merchandising their goods more economically in both money and effort. Division cannot, of course, outline any method as the right method for all; it is impossible to offer any formula for measuring markets that will apply to all lines, and it will be many years before sufficient data have accumulated to assure a maximum of accuracy. But after collecting and arranging all possible information regarding the factors that influence the demands of markets the Division can offer the manufacturer a basis of comparison that will (Continued on page 149)

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Do You Sell Tobacco?

Complete data on the smoking habits of the 194,734 men in Greater Milwaukee is accurately compiled and analyzed in The New 1924 Milwaukee Journal Consumer Survey.

During 1923 nearly twice as many Greater Milwaukee men smoked "self-rolled" cigarettes as in 1922, and the percentage of package cigarette users decreased. The one brand of cigarette tobacco favored by 52% of the smokers used a large amount of newspaper space during 1923, while package cigarette manufacturers, with one exception, did but little advertising.

The sales possibilities in Milwaukee for cigars, cigarettes and tobacco are fully covered in The Milwaukee Journal Consumer Survey. Have you a copy?

—The edition is limited.

Read by more than four out of every five families in Greater Milwaukee.



Sales That Are.

WHEN Smith and Murphy and Olson and Hahn close the doors of their respective shops on Saturday night, the week's business is done.

Nevertheless, millions of sales are made on Sunday.

True, the cash register doesn't tinkle, nor the goods change hands, but the real selling is done... on Sunday...through the right kind of newspaper advertising.

Chicago Herald

NEW YORK: 1819 Broadway

Made on Sunday

IN the Chicago territory the Sunday Herald and Examiner is a dominant factor in selling. It carries your advertising messages to an attentive audience ... into "over a million" city, suburban, and farm homes ... in this prosperous market.

*For the six months' period ending March 31, 1924, the Chicago Herald and Examiner's average net paid Sunday circulation was 1,024,788. [A. B. C.]



Circulation Is Power . . .

"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

"The Chicago Territory" —as is.

The population of the five states nearest Chicago, sometimes called "the Chicago territory"—Illinois, Wisconsin, Indiana, Michigan, and Iowa—is more than five times that of Chicago's "40-mile radius."

To "cover" these five states as The Daily News covers the "40-mile radius"—in which 94% of its circulation is concentrated—would require a circulation of about five times The Daily News' present circulation of 400,000, or 2,000,000.

To "dominate" this area in an advertising sense would require at all circulation points an unqualified reader interest in the paper's local news, delayed general news, and advertising contents that are largely local. The advertiser would be required to effect throughout this territory the same "control" over his campaign, in advertising and sales tie-up, that he does in Chicago and its suburbs.

The circulation and productive reader interest of The Chicago Daily News is concentrated 94% in Chicago and its suburbs. This rich, concentrated market The Daily News serves and in it produces greater results for advertisers than does any other Chicago daily newspaper.

The Chicago Daily News

First in Chicago

When the Dealer Wants Exclusive Agency

Some Proved Methods in Changing His Viewpoint

By Ralph Anson Barbour

TWO salesmen sat talking in the lobby of the Ten Eyck in Albany. Dinner was over and we were all "letting go." At least I know I was. The conversation between the two road men carried

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easily to my ears.
"Somehow," said the younger, a likable-looking young chap with a very earnest manner, "I seem recently to be going up against more and more dealers who want exclusive agencies. And I haven't yet got a good, simple line of

talk to give on such occasions."
His listener smiled. "I used to try all sorts of answers on that kind of trade," he confessed, "but I have a simple one now, and rarely use any other. When a dealer tells me he will put in my stuff if I can get him the ex-clusive agency, I just ask a few simple questions. I say, 'If you were opening a grocery store would you like to try to do it without carrying Ivory Soap, Campbell's Soups, or Uneeda Biscuit?' Of course he says no. Then I ask, 'Or if you were opening a drug store could you get along very well without Pepso-Djer-Kiss, Mennen's or Blue-Jay?' Of course the answer is no again.

"Then I point out that the grocer or druggist can make more money on those brands than he can on any substitute, in spite of the fact that practically every one of his competitors carries the

same goods.

I don't know what the two men were selling. Probably the older man's answer would not fit in every case; in fact I'm sure it wouldn't. But the demand for exclusive agency is a common one and very often betrays a lack of understanding or a distinct misunderstanding of the problems of the manufacturer and of the sales possibilities in the line

for which exclusive representation is wanted.

Exclusive agency methods are of course entirely proper in some fields. Where the article is expensive, such as automobiles, phonographs, pianos, or sewing machines, a purchase may be made only after extended com-parison of several makes. In other fields the customer may not shop so much but representative stocks require so large an investment that the dealer virtually becomes the manufacturer's local headquarters and so it is hardly fair to offer the line to another competitor. Such a line is men's clothing.

But where an article is of low price and of a type that involves a frequent purchase, the exclusive agency is rarely offered on really well-known or successful lines. An exclusive agency line of soups could hardly afford the quality of product or quantity of advertising that is possible to Campbell. And while chain drug stores make a reasonable success with controlled brands their best sellers are in nearly every line some brand which is offered by nearly every

other druggist in town.

HOW THE DEALER REASONS

When this problem faced the sales manager of one automobile accessory house, he sat down quietly to reason out just why dealers want the sole representation in their territory. No doubt there are other reasons than those which occurred to him. But these nine factors give a fairly clear picture of what dealers have in mind when asking for an exclusive agency. And to see the problem clearly offers the best of all starting points in working out the solution in a given line of business. Here, then, is a picture of what the dealer may have in

mind when he tries to make a scoop over his fellow dealers:

(1) He feels that an exclusive line will make his customers feel that he is of less common clay than his competitors.

(2) He believes that he will sidestep competition, at least to

some extent.

(3) He feels that price-cutting will bother him less, as no other local dealer can cut prices on the line which he handles exclusively.

(4) He wants to pretend that the goods are made by him, or according to his design or specifications (in such cases as clothing which bears a label, "Smith Clothing made especially for John Jones").

(5) He wants to "hog" the effect of the manufacturer's adver-

tising in his own locality.

(6) He wants a line which he can advertise locally at his own expense without the possibility of seeing some competitor get part of the benefit.

(7) He may be simply "contrary"—with an insistent inner

urge to be "different."

(8) He may be so thoroughly "sold" on the product offered that he can't bear to see any competitors get in on it.

tors get in on it.

(9) He may want to specialize on the line and feel that he cannot do so successfully if it is sold

through other stores.

With these reasons before him, the sales executive found that it was simpler to work out constructive suggestions to pass on to his salesmen.

Very often the dealer who asks for exclusive agency on popularpriced goods simply doesn't realize the business principles involved. When these are pointed out to him he is as quick as the next one to get the point.

For example: A. brand of cigars. Plenty of dealers have a cigar in stock which is practically exclusive. And yet these exclusive brands usually go slowly. Why? Because the smoker finds it simpler to select a brand that suits him which is on sale in any part of town where he may find himself. The same is true of Coca-Cola or Hershey's Milk

Chocolate. The very life of these brands as they exist today depends upon their universal availability. One salesman for a lowpriced staple often puts it in this "Suppose twenty different way: dealers in town are twenty different commodities of relatively the same quality and at the same price. The consumer is apt to lose all interest in brand names so far as that type of commodity is concerned. He ends up by taking whatever is offered him. and the first dealer to cut prices will be the one who gets his business."

DEALER'S GAIN ONLY FANCIED

Again, below the higher priced specialties, the dealer's ability to offer interesting values to his customers depends upon the manufacturer's ability to cut production costs through volume. Expressed simply to the dealer, "We have 10,000 dealers in 1,000 towns. If, instead, we gave an exclusive agency to only one dealer in each of these communities, we are con-vinced that we could not possibly have one-quarter of the volume. Manufacturing and marketing ex-penses would be proportionately much higher. As a result we As a result we would have to lower the quality and keep the price the same in order to give the dealer the same margin of profit. The consumer would in time find our product poorer than some of its competitors and thus the dealer's fancied gain would turn into an actual loss."

Very often a popular-priced item will not really get going until a good percentage of the local dealers carry it in stock and have it on display. The field representative for a line of confectionery carefully collected statis-tics of this kind. He found and could prove by figures that a single dealer in a large size town could not make as much money as the same dealer did after a half dozen more retailers put the candy in, His own explanation is that people regarded the goods as "strange" when they saw them in only one store, but decided that they were a big success when a

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number of dealers carried the goods in stock. It has been said that canned baked beans began to flourish in sales only when two and three brands were advertised. same confectionery man noticed one evening in walking across East 59th Street in New York that a drug store featured Huyler's Chocolates in its window, although a flourishing Huyler chain store was less than half a block away. He photographed the two stores and used prints of them very effectively with several dealers who were dead sure that no other nearby dealer ought to be allowed to carry a line they might put in.

ANSWERS FOR THE DEALER

If you have this exclusive agency demand to wrestle with, here are some answers which have been found effective with the trade:

From the sales manager of a house manufacturing a grocery specialty: "In most cities we already have the biggest and most successful dealers handling our We find it effective to quote this fact to the smaller dealer who may want exclusive agency. We thus shift the discussion to the grounds of what commodity offers the best sales possibilities rather than trying to discuss the and cons of exclusive agency.

"Sometimes our salesmen will look about the store and picking out best selling brands in different classes of goods will ask the dealer if he thinks he could sell more of the same goods if they carried his own private label. For example, would Del Monte goods under his own private label sell as well? Or Kellogg's Corn Flakes?

"Another effective answer we find, is to carry the request for exclusive agency to its logical conclusion. Suppose that the dealer decided to handle nothing but exclusive brands. The customer wouldn't find a single familiar label on his shelves. This puts a picture in the dealer's mind which unsells him on the exclusive idea far more quickly than a dozen arguments."

From an underwear manufacturer: "The dealer who thinks he can safeguard himself against competition by securing a line exclusively is mistaken. If his goods are unknown, they suffer in comparison with equally good which better merchandise 18 known. On the other hand, if he carries well - known underwear there are pretty sure to be other dealers in his locality who sell at lower prices other underwear which may look quite as good to the inexperienced eye of the customer. The competition is sure to be there in one form or another and the dealer might as well become reconciled to it. Then come the plain questions: Do you want an easily accepted line or a line you have to waste time in selling? Do you want goods that offer known value? And so on.

"When I was a road man myself I always liked to have a
dealer ask for exclusive agency.
It showed at least that he believed
that I was offering exceptional
goods. I always accepted this as
the basis for our further negotiations and he seldom failed in the
end to see the desirability of getting the line he really wanted in
spite of the fact that it might be
handled by other nearby dealers."

From a partner in a business marketing a very successful drug specialty: "We do not have many cases where the druggist expects an exclusive agency, but where they occur, we have one answer that rarely ever fails. Our zone men have reported several cases where full-price and cut-rate dealers compete on the same block, both handling our goods, and in the majority of cases the druggist who gets the full price does an even better business than his neighbor who cuts. I don't attempt to explain it. We simply lay the facts before the prospect or customer who wants our goods exclusively. We give names and addresses, and show the amount of our goods sold by both dealers. The answer seems effective because it does more than merely show that competition doesn't hinder-it shows that even cutprice competition doesn't keep our

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goods from being up among the leaders wherever they are placed

dealer may feel that a multiplicity of outlets for a product tends to make "slot machines" of all who handle it. At least I have heard dealers put it that But the dealer still has a chance to express his own individuality even if there were a hundred stores carrying exactly the same stock as his. Courtesy, superior window trimming, better store layout, better arrangement of stock are all factors that can be made to distinguish his store among its fellows. In popular-priced lines of business these personal factors offer his best possibilities for actually giving his store an "exclusive" character, as thousands of dealers have proved.

The dealer who beats competitors in his store-keeping methods is usually the one who worries least about securing "exclusive agencies." And this is the kind of "exclusiveness" that cannot be urged too much by traveling salesmen as they go from store

to store.

France Honors Lou E. Holland

Lou E. Holland, of Kansas City, Mo., has been made a Chevalier of the Legion of Honor by President Doumergue, of France. Mr. Holland is president of the Associated Advertising Clubs of the World. The decoration was conferred upon the suggestion of Premier Herriot at the request of a committee of French sublishers who organized the reception publishers who organized the reception for the delegates to the recent advertis-ing convention when they visited Paris.

John Moscrip with Florida Citrus Exchange

John Moscrip has been appointed advertising manager of the Florida Citrus Exchange, Tampa, Fla., which markets its products under the brand name, "Sealdsweet." He was formerly with The Sweeney & James Company, Inc., Cleveland, advertising agency, and more recently has been with Walker & Company Detroit outloor advertising. pany, Detroit, outdoor advertising.

Rickard Advances

James R. White, Jr.
James R. White, Jr.
James R. White. Jr., has been elected vice-president of Rickard and Company, Inc. He has been with this agency for the last six years in the capacity of account executive and chief account executive in charge of creative work.

New Ethyl Marketing Organization Formed

Organization Formed

The Ethyl Gasoline Corporation, New York, has been organized to take over the marketing of ethyl fluid which has heretofore been handled by the General Motors Chemical Company. The marketing policies of the latter will be continued and increased production addistribution will be undertaken. The Standard Oil Company of New Jersey and the General Motors Corporation are equal stockholders in the new concern. Distribution of ethyl fluid will not be confined to the Standard Oil organization. Charles F. Kettering is president. Other officers are: F. A. Howard, first vice-president; Thomas Midgley, Jr., second vice-president and general manager; A. W., Maxwell, third vice-president and sales manager, and Donaldson Brown, secretary and treasurer.

Screw Machinery Concerns Combine

The Canadian branch at Montreal of The Canadian branch at Montreal of the National Acme Company, Cleveland, Ohio, and the Russell Gear & Machine Co., Ltd., Toronto, Ont., have been amalgamated, effective August 31. The plant of the former will be closed and the machinery moved to Toronto. The new company will be known as the Canadian Acme Screw & Gear Ltd.

H-O Cereal Advances W. G. Losson

William G. Losson has been appointed treasurer of the H-O Cereal Company, Inc., Buffalo. He was formerly assistant to the treasurer. John F. Arnold of the accounting department becomes Mr. Losson's assistant.
F. C. Crane has joined the advertising department of the H-O company.

Ohio Tuec Account for Nichols-Evans

The United Electric Company, Canton, Ohio, has appointed The Nichols-Evans Company, Cleveland, advertising agency, to direct the advertising of Ohio electric cleaners and Tuec stationary vacuum cleaners.

Warner's Corsets for Chambers Agency

The Warner Brothers Company, man-ufacturer of Redfern and Warner Rust Proof corsets, has appointed the New York office of the Chambers Agency, Inc., to direct its advertising campaign for 1925.

De Forest Radio Appoints Batten

The De Forest Radio Tel. & Tel. Company, Jersey City, N. J., manu-facturer of De Forest radio sets, has ap-pointed George Batten Company, Inc., as advertising counsel.

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PHILADELPHIA

Bank and Trust Company clearings break year's record

The clearings of the Philadelphia Clearing House during the month of July totaled \$2,181,000,000.

They were the largest for any month during this year. Monthly comparisons follow:

														1924
January			7										. 9	\$2,175,697,000
														1,893,000,000
March	h													2,095,000,000
														2,086,000,000
May														2,127,000,000
June														2,143,000,000
July .														2,181,000,000

Yes, business is good in Philadelphia. Its sixteen thousand manufacturing plants and fifty thousand business places and half million families are excellent "prospects."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York—814 Park-Lexington Building (46th and Park Ave.)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924-Bulletin Company)

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Circulation of RED



Aug. 28, 1924

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More proof New Orleans Is a morning paper city

Further evidence that New Orleans is a morning paper city lies in the fact that the morning paper circulation is greater than the evening paper circulation.

In other words, the circulation of The Times-Picayune, a morning paper, plus the morning (pre-date) circulation of the two evening papers, exceeds the combined bonafide evening circulation of the two evening papers by 3193 copies.

The figures are based upon the period most recently audited—the third quarter of 1923.

The Times-Picayune

Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Ca.

Is the Sales Manager's Opinion of That New Salesman Worth Anything?

Is the Sales Manager's Judgment of a Newcomer a Poor Guide?

By O. R. Johnson

EVERYONE admits he is generously endowed with common sense and a sense of humor, but sales managers without exception claim a third priceless asset: The ability to recognize a good salesman when they see him.

So firmly convinced are they of this fact that a continuously high turnover in their sales force leaves them unsuspicious of their skill-or lack of skill. Asked for an explanation of their "system," they give it in terms of intuitions, hunches, big chins, big noses, and pop eyes. Or else they "just know" a good salesman when

they see him.

Furthermore, any attempt to check their predictions meets with violent and energetic opposition. But in spite of this, one company I know of made a sustained, serious effort some time ago to find out just how much estimates of sales ability were worth. It did this as part of a program designed to reduce the turnover in its sales force, which for six years had averaged around 200 per cent annually. This turnover was so great as to make it necessary for one man to devote all of his time to the interviewing and hiring of salesmen. Naturally his selection of men was con-sidered to be very important, since the turnover was caused principally by the failure of these salesmen to make good.

This company had a salesmen's training course conducted by two Since their opinions were often used as the basis for rejecting men before the completion of their training, it was also desired to check up on their ability to predict sales success or failure.

The first step was to get these men together to agree upon the method to be used. They decided

to rate men upon eight different qualities. Each newcomer was to be rated upon each of these qualities, the rating to be expressed numerically. The qualities or characteristics to be considered in making the ratings were defined, so that they meant as nearly as possible the same thing to each rater. The final estimate or rating was the sum of the ratings given on each of the characteristics considered. For those interested, a list of the eight characteristics, or qualities, considered follows, together with the relative weight each had in its contribution to the final total rating.

Qualities, or Characteristics, Taken into Consideration Quality Weight Experience . Dominance Stamina ... Appearance and Manner... Enthusiasm Fluency Expansiveness

The test was carried on for approximately six months, and during this time thirty-four new salesmen were rated by three men: The man who had hired them, and the two who had trained them for their work.

All these men had a very good opportunity to become thoroughly acquainted with each salesman, particularly the two instructors. These two saw each salesman for an average of an hour each day, explained the product and the policies of the company to them, listened to practice presentations, and attempted in general to make the salesman exhibit all his stock in trade and to exercise his utmost ingenuity.

Each of the three raters made his rating independently and turned in that rating before the new man left for his territory. After the last man had been out

After the last man had been out two months a complete report was made up of each man's sales record in the field. We now had three independent ratings, or estimates, of the sales ability of each man, together with an absolute record of his ability (so far as this company was concerned) measured in terms of sales.

With these figures, an answer could be obtained to each of the following interesting questions:

(1) How accurately did the

(1) How accurately did the raters estimate the ability of these salesmen?

(2) How did the raters compare in their ability to rate salesmen?

(3) To what extent did the raters agree among themselves in their ratings? Was this agreement closer than that between their ratings and actual success?

(4) Were the combined ratings

(4) Were the combined ratings of all three men of greater predictive value than the ratings of any one?

of any one?

(5) Could ratings be used successfully in separating the good salesmen from the poor at time of hiring?

The answers to these questions were to be found in a measurement of the relationship existing between actual success and the various ratings. That is, how far did these various measures of sales ability agree?

Statistically, the problem was one of correlation, and the method used in measuring these relationships is that known as the rank correlation formula.

Using this method, the first step is to arrange the men in order according to the score obtained. Number one man in actual selling ability was that man who had the greatest total sales to his credit. Number one man in the opinion of each of the raters was that man whom each of them had rated highest. When this step was completed, the thirty-four men had been arranged in a rank-order four times, once for each of the raters, and once according to their success in selling.

Now, when two rank-orders are precisely the same, i.e. when number one man, number two man, etc., are the same in each rankorder, the statistical index of the amount of the agreement is 1.00.

If the two orders are exactly reversed, so that number one man in one rank-order is number ten man in the other, and number two man in one is number nine man in the other, etc., the fact is represented by -1.00, or minus one. If there is no agreement at all between the two rank-orders, so that the position of a man in one rank-order gives no clue at all to his position in the other, the fact is indicated by O, or zero. It is clear then, that any degree of relationship can be expressed by some number between plus one (through zero) and minus one.

The agreement between the rater's estimates and actual success was measured as described above, and the following results obtained:

THE ANSWERS

Question One: How closely did the raters estimate the ability of these salesmen?

Answer: The following table gives the answer:

While these figures show that the rating of these salesmen was not entirely blind, they show also that they are so inaccurate as to be of no practical value. Not only are they of no practical value, but they are positively dangerous when used as a basis for making decisions, regarding men.

decisions regarding men.

Question Two: How did the raters compare in their ability to rate salesmen?

Answer: The differences in the ability of these men to discriminate among salesmen is indicated by the figures 27, 21, and .16. These differences are very small, and are of no significance when the agreement is as slight as it is here.

Question Three: To what extent did the raters agree among themselves in their ratings? Was

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The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel

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this agreement closer than that between their ratings and actual success?

The agreement be-Answer: tween A and B was .24; between A and C, —.20; and between B and C, .26.

That is, in no case did any two

raters agree in their estimates of a man to a greater extent than the agreement between their estimate and actual ability. Indeed, A and C actually showed a ten-dency to judge in an opposite direction, so that what A tended to rate high, C tended to rate low.

It is obvious from this that these men had no common basis for judgment or estimate. there had been a high agreement between them, it would have been an indication that they had really noticed, or been affected by, some quality or characteristic of the applicant, which fact would have supported the general contention that it is possible to judge salesmen at sight, or after personal contact. As it is, we have only further evidence that ratings are extremely variable and of little, if any, significance.

Question Four: Were the combined ratings of all three men of greater predictive value than the

ratings of any one?

Answer: The agreement between actual sales record and the combined ratings of the three men was .16, which is the same as the agreement between the estimates of the poorest rater and actual sales record.

Question Five: Can ratings, or estimates of ability, be used successfully in separating good salesmen from poor salesmen at time

of hiring?

Answer: So far as this company is concerned, estimates of the ability of sales applicants are of no practical value in selecting salesmen, and indicate to only a very slight extent what may be expected of a man in the way of production.

General Conclusions .

(1) So far as this company is concerned, it is certain that personal judgments of salesmen are poor guides to successful selection. The chances are that the same is true generally, since other investigators have obtained substantially the same results under

widely differing conditions.
(2) Since personal estimates are of no value in selecting salesmen, there is urgent need of some method that will assist sales managers to select men with some

accuracy and success.

(3) Raters do not agree in their estimates of men, which is further indication of the lack of reliability of the personal judgment method of selection. Disagreeing among themselves as they do, the combined judgment of a group will be no better than that of the poorest member of the group.

(4) In any sales organization where decisions are predicated upon some individual's estimate of sales candidates, it will be well to check up on that person's ability in that direction.

(5) Sales managers, partic-

ularly, who are confident that they know a good salesman when they see him should give themselves a thorough test so that they may know exactly how accurate are their judgments.

Zoning Sales Plan Used to Market Socony Burners

The Socony Burner Corporation, Brooklyn, N. Y., a subsidiary of the Standard Oil Company of New York, in marketing the Socony burner is confining its sales activities to three territories. This restriction is due to a fixed policy in the company's sales plan which calls for the development of a service organization at all points to parallel its sales work so that complete user satisfaction will result.

Direct sales and service branches are ser satisfaction will result.

Direct sales and service branches are

Direct sales and service branches are now in operation at Hempstead, L. I., New Rochelle, N. Y., and New Haven, Conn. Additional branches will soon be started in three additional territories. The advertising and sales promotion work on the Socony burner is being conducted along lines which will dovetail with this zoning policy. The Frank Presbrey Company, New York, is directing the advertising account.

Compressor Account with Philadelphia Agency

The Dunning Compressor Company, Holmesburg, Pa., has placed its adver-tising account with the Harword-Cahall Company, Philadelphia, advertis-ing agency. Business-paper and direct-mail advertising will be used. he he

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TWO things you need in order to merchandise your product successfully to the 1,980,563 persons who live in the Indianapolis Radius: (1) a survey of the market and the possibilities for your product by The News merchandising department, and, if the survey indicates assured prospects of success, (2) a schedule in The News. The News would be the first to advise against the latter unless conditions indicate success for your efforts.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

First in advertising volume, because first in results

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Arthur Brisbane Recorne Rather than Whiser

Brisbane's dictum that the wise advertiser shouts once so that all may hear. while the unwise advertiser whispers four or five times to small groups, is good sense.

In Cincinnati particularly it is folly to split a limited advertising appropriation into several pieces.

There is one Cincinnati newspaper that reaches the entire Cincinnati audience.

Through the columns of the Times-Star you can shout your message into every native, literate white household in the twelve Ohio and Kentucky towns that constitute the "local circulation area" of the Cincinnati newspapers, for less money than you would have to pay

CINCINNATI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

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ornends Shouting once hisering many times

for a whisper in the four local newspapers.

Practically every national advertiser who uses two or more Cincinnati newspapers uses the Times-Star.

One hundred and sixty national display advertisers use the Times-Star exclusively in this field.

Experience has proved that the Times-Star blankets the entire Cincinnati market. Its local circulation exceeds that of its evening contemporary by more than thirty thousand and leads that of the leading morning daily by more than seventy thousand copies.

It doesn't pay to make two bites of a cherry. Four whispers never equaled a shout.

ITIMES-STAR

Member of Audit Bureau of Circulations

FIRST in the Wabash Valley Empire

More homes in the twelve counties forming the Wabash Valley Empire are subject to the influence of THE STAR than that of any other Terre Haute newspaper. Supreme in the city of Terre Haute, this great Hoosier morning newspaper is a prime key to a rich market that wheat and oats are bringing back to normal this Fall. Let us send you more facts!





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Pierce-Arrow Defies Advertising Precedents of Its Trade

Some Ideas on Selling and Advertising That Are of Value to a Manufacturer Who Wants to Introduce a New and Lower-Priced Product

By Warner Bates

MOST automobile companies, in announcing new models, face the possibility of losing sales on existing models if advance publicity is given and for this reason the umost secrecy is often maintained right up to the moment of launching the new sales drive. Prospective buyers who are sold on the line are more likely to defer purchasing if they know the company is about to produce something new, and every sales manager realizes the danger of delay when the customer is in the buying mood and sold on the line. In introducing its "Series 80," a

In introducing its "Series 80," as smaller and more moderately priced motor car than its "daddy," Pierce-Arrow Motor Car Company of Buffalo reversed usual automobile advertising policy in that it permitted plenty of information regarding the car to "leak" out months in advance and even began a modest advertising campaign some time before sales were

possible. Pierce-Arrow, in designing a car to sell in the \$2,895-and-up class, compared with its standard model at \$5,250 and up, figured it was entering a field approximately eighteen times greater than before, says W. M. Baldwin, ad-It was devertising manager. cided that Pierce-Arrow prospects who could afford the higherpriced car (persons worth \$50,-000 and up, say) would realize that the forthcoming Pierce-Arrow would in no way take the place of the more costly car, and consequently advance advertising would in no appreciable degree affect current sales. This proved a fact, as sales of the older model were increased rather than re-

Much of the advance informa-

tion was in the form of attractive mailing pieces using a high quality of paper and typography, which talked about the new "Series 80" in a rather indefinite way and promised further details in later messages. Each mailing piece urged that the recipient defer buying a car until he had a chance to see the new Pierce-Arrow. The campaign emphasized the thoroughness of the company's manufacturing methods.

Throughout all the advertising for the new car the thought has been carried that the standard higher-priced make of Pierce-Arrow Dual-Valve car would be continued as before.

Seventy thousand prospects in the so-called \$3,000 automobile class, were reached by the mailings.

When the new car went on sale August I, a general magazine campaign began. A double-page spread was used in some magazines and pages in others. The schedule also calls for advertisements in several business magazines and newspapers, and some automobile and trade publications.

A campaign that started on August 18 calls for space in approximately 125 newspapers.

ANCESTRY FEATURED

The main theme in all the present advertising for the Pierce-Arrow Series 80 is its aristocratic ancestry. For instance:

"All who have seen this car in action recognize it unmistakably as a Pierce-Arrow—a well-bred car displaying in its conduct the heritage of a long line of illustrious ancestors. . . This new car is an admirable expression of Pierce-Arrow ideals — designed and built by the same organization

Aug.

that has devoted its sole endeavor for twenty-three years to the production of what more people believe are America's finest motor

The thought is emphasized that engineers and workmen who have produced high-quality cars many years cannot help but put quality into the "Series 80." even if it is a lower-priced machine.

When the company was ready to start selling a very intensive mailing campaign was begun. which is to continue throughout the year. These mailings go out to an allotted number of prospects in each dealer's territory, and the list is made up of the persons that the dealer is planning to call upon. Broadsides are used which reproduce magazine advertising and emphasize the thought of "A Pierce-Arrow for less than \$3,000."

Advertising for Pierce-Arrow "Series 33," which is the parent and more costly type of car, and for Pierce-Arrow trucks busses will go on concurrently with the new car advertising. wise, these other models all get mention in the "Series 80" advertising.

The sales drive on the new Pierce-Arrow began early in the summer with conventions at Buffalo which brought to that city every Pierce-Arrow distributor in the country. At that time the new plans, both for sales and advertising, were explained, the new car was exhibited and arrangements made for expanding the distributing organization.

This is being done by putting on wholesale men in every Piercedistributing centre and opening dealer branches in hundreds of smaller cities which heretofore have had no sales agency because of the limitations of the market for a car selling for upward of \$50,000.

An interesting development is that already sales of the higherpriced Pierce-Arrow are being made in some of these smaller cities which heretofore had been considered closed territory so far as selling effort was concerned because of the comparatively few prospects in the \$50,000-and-up Thus it seems likely that the lower-priced machine instead of curtailing sales of the parent car will probably increase its sales through increasing Pierce-Arrow points of sales contact.

Definite sales results on the new model have completely absorbed capacity production for four months ahead, not in actual cash transactions but in orders contracted by distributors who base their orders on sales for the first two weeks of the campaign,

There is no question in the minds of officials of the company that its early sales, which have been far greater than anticipated, have been due in large part to fact that it was possible the through preliminary advertising for the new model to cause many buyers to postpone their selection until they could see the new Pierce-Arrow motor car.

Supreme Court Upholds

Curtis Publishing Company
The United States Supreme Court has upheld the Curtis Publishing Company
in its action against the Federal Trace
Commission. In so doing the Supreme
Court confirms the opinion of the Circuit Court of Appeals in which the order
of the Federal Trade Commission
against the Curtis Publishing Company
was set aside. The action in question,
as reported in Printers' Ink of March
10, 1921, was concerned with a complaint of the Federal Trade Commission
charging the Curtis Publishing Company
with the use of unfair methods of
competition, prohibited by section S of
the Federal Trade Commission act.
This compolaint of the Federal Trace
Commission charged that the Curtis
Publishing Company, refused to sell its
publications to any dealer who would not
agree to refrain from selling and distributing those of certain competitors
to other dealers and distributors as
that it was making contracts with
wholesalers whereby the latter agreed to
distribute those of other publications without permission.
These acts, the Commission held, were Curtis Publishing Company

tions without permission.

These acts, the Commission held, were done with the intent, purpose and effect of suppressing competition in the publication, sale and circulation of periodicals.

R. T. Tate Joins American Colortype

Robert T. Tate has resigned a secretary of the Localized Advertisint Corporation, Detroit, to join the American can Colortype Company, Chicago.

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THE leading store of an Illinois city used on counters and in windows "As Seen in Vogue" cards, featuring lines of 37 different manufacturers.

126 advertisers in Vogue have recently profited by similar displays.

They were used because page advertisements in Vogue made their merchandise wanted by the stores' best customers . . . and the stores made sure these customers knew they had the merchandise for sale. For 31 years, retailers everywhere have found it increasingly useful to feature merchandise made wanted by substantial advertising in Vogue.

next issue of Vogue carries more advertising than any other September 15th issue in Vogue's history

the Condé Nast Grout One

Aug

Getting the Right "Incentives" into the Sales Compensation Plan

PHILADELPHIA, PA., Aug. 7, 1924.

Editor of PRINTERS' INK:

As you probably know, we manufacture and sell men's socks exclusively, ranging in wholesale prices from \$2.00 to \$12.00 per dozen. The line includes a complete range of staples, also fancies.

Our commission rate at the present time is 6 per cent to our salesmen.

We have been considering the advisability of paying a graduated commission ranging from 3 to 7 per cent, the higher commissions being paid on those styles which return us the highest gross margin of profit.

We would appreciate any comment you can give us about the experience of other concerns with this plan, outlining the advantages or disadvantages ensuing, or referring us to discussions of this problem in your previous columns.

We would prefer your eliminating our name in case this problem is presented to your readers.

General Sales Manager THE compensation plan which our correspondent proposes to use is very much better than the plan now in use. Paying salesmen a flat rate of commission on a line such as hosiery with its varying grades and prices, rarely works Since the out advantageously. Since the salesman makes the same rate of commission regardless of what he sells, he naturally concentrates on those items in the line which are easy to sell, quite regardless of whether or not they are profitable to his employers. Salesmen working on a commission plan of this kind are going to strive for vol-ume. If they can get volume by selling low-price numbers, on which there is little or no manufacturing profit, that is the line they are going to solicit. After all, it would only be good business policy for a salesman to pursue such a course. He is not labor-ing for his health. He is working to earn all he possibly can. If he finds that he can make more money by selling goods other than what the company may want him to sell he will naturally serve his own interests rather than his employer's.

This is one of the chief objections to the commission plan of paying salesmen. The objection,

however, can be overcome in the way that our correspondent suggests. If the salesman is paid only 3 per cent on the unprofitable items or the items that for some reason the company does not wish to push, the salesman himself, will try to refrain from pushing these numbers. He will concentrate on or at least favor the 7 per cent items, which, of course are the numbers the company is most anxious to sell.

In the last ten years sales managers have been giving much attention to this question of compensating salesmen. As a result of all this attention and study there are now a vast variety of sales compensation plans in use. Most of these plans, however, are devised with the intention of providing an incentive for the salesmen to do what the company wants "Incentive" is the them to do. most important thing in a sales compensation plan. A compensation system is likely to prove ineffective unless it contains some sort of an incentive. All these various new ways of paying salesmen such as bonus, task and bonus, profit-sharing and point systems are really attempts on the part of the employer to give his sales-men an incentive to do their work in the best possible way. A salesman may have the best intentions in the world, but at the same time he cannot be expected to be wholly unselfish in attending to the employer's interests unless those interests happen to be the same as his own. The selfish interests of employer and salesman should be mutual.

When a company succeeds in getting exactly the right incentive into its sales compensation system, it provides its salesmen with a self-regulator. A man working under such a plan will act as though he is in business for himself.—[Ed. PRINTERS' INK.

Chicago Bank Advances Lyman Barrows

The National Bank of Commerce, Chicago, has appointed Lyman Barrows manager of its advertising department, succeeding Fred H. Gray, resigned. Mr. Barrows was formerly manager of the bank's service department.

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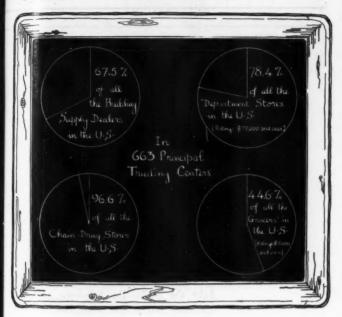
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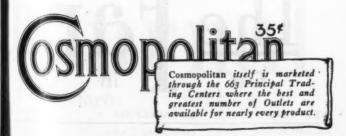
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ment,

Mr.



FOR most products sales possibilities may be measured by the number and nature of retail outlets. Just on the basis of numbers alone, observe the relative opportunity offered in the 663 Principal Trading Centers through these four outlets.



out over the railroad tracks into the country; and follow the big road on and on—it's only the continuation of Main Street. And following you will be others, and still others, making an always-increasing travel down the Main Street of the village and town, and out the Main Road through the fields and farms. This extension of Main Street runs from the Atlantic to the Pacific, from Canada to Mexico.

Like the mails, the telephone and telegraph wires, and even like the waves that carry the radio, Main Street Extension draws America

The Farn

NEW YORK

PHILADELPHIA

CHICAGO

EAT

closer together and the nation becomes the unit of thought and action. And to no greater degree than Agriculture has the outlook of industry and commerce become national - greatly promoted by the extension of Main Street through farms, villages, towns, cities, counties and states.

Along both sides of this rural Main Street goes The Farm Journal -1,200,000 strong-carrying the national agricultural thought to the great creators of new wealth; accompanied by the story of national advertisers who pay less than 1/4 cent per page per family.

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for farm improvements

According to the July Bulletin issued by the Government, the average farmer in Oklahoma spent about \$170 in 1923 for farm improvements, that is, for building materials and repairs of all kinds.

This figure will be larger this year, because of unusually large crop productions and high farm prices. The farmers of Oklahoma will receive approximately \$65,000,000 more this year than last, and much of this increased income will go into paints, lumber, tools, and repairs for the home and other farm buildings.

You will get your full share of this new business by advertising in the Oklahoma Farmer-Stockman, which reaches threefourths of the great Oklahoma farm market.



The Oklahoma Farmer is now consolidated with the Oklahoma Farmer-Stockman

E.KATZ SPECIAL ADVERTISING AGENCY New York Chicago Kansas City Atlanta San Francisco

A Whole Industry Advertises to Finish a Pioneer Job

All Members of Electrical Industry Join Hands to Finance Large Advertising Campaign Designed to Complete the Job of Lighting the Homes of America

THE idea of joining hands in order more easily to produce certain wished for conditions is gradually becoming regular procedure in our world of business. One industry after another is beginning to adopt the method. The latest development in co-operative work on a large scale is the cam-paign of "The Lighting Educational Committee."

This committee represents an idea born at the convention of the National Electric Light Association held last May at Atlantic City. It furnishes an opportunity for the entire electric lighting industry to work together for the good of all and is, perhaps, the first time in the history of this trade that every element in it has thus got to-gether for a common goal. The goal is to make more Americans conscious of the lighting of their homes and it is estimated that, by so doing, \$1,000,000,000 worth of new business will be added to the

The Lighting Educational Committee is a group representing the electric lighting industry. membership includes representatives of: the National Electric Light Association, the Society for Electrical Development, the National Council of Lighting Fixture Manufacturers, the National Association of Lighting Equipment Dealers, the Association of Electragists, the Illuminating Glass-ware Guild, Electrical Supply Jobbers, Electrical Manufacturers and the Illuminating Engineering Society.

The purpose of this committee is to put into operation a comprehensive plan for better home lighting activity which will be nationwide and educational in character. Its activities will be financed by a fund of \$500,000 subscribed by fixture manufacturers, glass manufacturers and electrical manufac-

In addition to this the turers. local centres will contribute various sums to carry on the work in the cities and towns. It is estimated that by the time the job is done nearly \$5,000,000 will have

been spent all told.

In introducing the plan in an address before the N. E. L. A. at Atlantic City convention, James E. Davidson, chairman of the committee, said: "The plan which I have been called upon to lay before you is to finish the pioneer job of lighting the homes of America - to turn poor lighting into good lighting, to link correct home lighting with the eye-sight, health and happiness of 12,000,000 homes already wired, but still getting only a fraction of. the benefits which the science of illumination has to offer. It is a cause in which we have already enlisted the co-operation of the leading American architects and educators. . . . It is a cause in which the electric light com-pany can work side by side with the manufacturer and in which the fixture manufacturer can pull together. The jobber and the dealer and contractor, in this big task, will sail forth under the same flag because it is the flag of public service and the colors on it are the Stars and Stripes."

REACHING THE HOMES THROUGH THE SCHOOLS

The means by which the electric lighting industry will reach these 12,000,000 wired homes is an essay contest for the school children of the country. These essays are to be on the subject of better home lighting. The prize for the best essay submitted is a \$15,000 home to be erected wherever the winner desires. Other prizes are in the form of scholarships in United States or Canadian universities. This model electrical

1924

A

home was the result of a prize competition operated among 5,000 architects in co-operation with the American Institute of Architects. In this way the interest of the architect in better residence lighting and wiring was increased and a considerable amount of educational work accomplished with this important group.

The contest will be conducted as

purchasing power for such material as may be used by all communities.

The contest is to be carried out in a strictly educational vein and on a high ethical standard which will meet the approval of both the educators and the general public. Commercializing the lists of names obtained through entrants is taboo. On the other hand the local electrical

industry is encouraged to become more active in supplying the demand for better home lighting which will be created by the contest.

The organization for handling the work begins with the central committee and works out through regional directors, State directors and local committees. The contest plan is as follows: A Home Lighting Primer will be distributed to all entrants. This primer contains all information in regard to the contest rules and a series of lessons on home lighting. It also contains plans every room in the usual house with furniture in place. There are also pictures of lighting equipment for all of these rooms scaled to the sizes of The stuthe rooms. dents must cut out these fixture illustra-

tions and place them on the plans in the positions they think are correct. The lessons must also be studied and a resume of what is learned written on the blank pages provided in the book for the purpose. An essay must accompany this primer of not more than 600 words telling what changes the entrant would make in the lighting of his or her own home in order to light it properly and reasons given for the changes suggested. The essays are judged in conjunction with the work on the primer.

A "Plan Book" is sent to all



READERS OF FOURTEEN NATIONAL MAGAZINES DURING SEPTEMBER AND OCTOBER WILL LEARN OF THE CONTEST THROUGH THIS ANNOUNCEMENT

a local activity by the electrical industry in each community, reinforced by advertising in local mediums such as newspapers, poster-boards, show windows, etc. Each community will offer prizes of its own for the best essays in its section and these prize winners will compete for the prizes offered nationally by the Lighting Educational Committee.

These local activities will be financed locally. The assistance of the Lighting Educational Committee will be in the form of service and the benefit of combined

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Parts, la 4 Jule 1984

Your m'aves demandé on que je pense de votre unqualme et c'est bien volentiere que je répande à votre question .

> States-HARREST BATAR J'aime see dessins at see photographies

J'aim sa mise en page.

Par le shoix judicieux de ves collaborateurs

artistiques et par votre domumentation delairde mur tout se que Paris recalle de Von quit vous réalises en HATPER'S RAZAR la rovae complète de l'élégance féminine.

Foilk, Moneiour, on que je passe et j'ai plaisir vous advamant tons nes compliments.

Directrice.

ENDORSEMENT BY ANOTHER GREAT PARIS HOUSE

TRANSLATION:

You have asked me what I think of your magazine and I very

row nave asset me want I wink of your magaine and I very willingly answer your question.

I like Harper's Bazar; I like its drawings and photographs; I like its make-up.

By your judicious use of artistic collaborators and your clear presentation of all that Paris is showing in good taste, you have made of Harper's Bazar the most complete revue of feminine

Clegance.

This, Monsieur, is what I think and I take pleasure in telling it to you with all my compliments.

Signal Madame Charlotte.

(Signed) Madame Charlotte,

The fashion value of Harper's Bazar is endorsed, time and again, by the final court of fashion authority-Paris and its couturiers.

Harper's Bazar

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directors and local committees which gives all details in regard to the contest, its organization and operation, how to operate a local activity, work schedule for local committees, advertising service available, typical operation plans and order blanks for advertising material. One suggestion for local operation is to arrange with a real estate dealer or speculator to build a replica of the prize house and keep it open for inspection during the contest.

Field men are also sent out to instruct the regional directors in all details.

The contest is to be advertised widely in national magazines and business papers by the Lighting Educational Committee and in local newspapers throughout this country and Canada.

Atterbury Motor Advertising New Model

Business papers are being used by the Atterbury Motor Car Company, of Buffalo, to announce its new model, the Atterbury Highway Express. The first advertisement in the series was a teaser which announced the selling points of the new truck but did not give the company's name. A coupon directed to the magazine brought the information to those interested. A formal announcement is being made in current publications. Direct-mail advertising also is being used. J. Jay Fuller, Buffalo, advertising agent, is handling this account.

J. F. Niswander to Direct Own Business

Own Business
J. F. Niswander, who, as previously reported, resigned as president of the California Peach & Fig Growers, Fresno, Calif., will continue in business at that city along related lines. Mr. Niswander informs PRINTERS' INK that he will again engage in the buying, packing and shipping of fresh and dried fruits including raisins, under the name of the Malaga Packing Company, Inc., which he owned and operated about fifteen years prior to his association with the California Peach & Fig Growers.

Pousette-Dart Forms Own Art Service

Nathaniel Pousette-Dart has started an advertising art service at New York under the name of the Nathaniel Pousette-Dart Company. He was formerly an art director of the J. Walter Thompson Company and at one time was art director of Barton, Durstine & Osborn, Inc. More recently he has been with The George L. Dyer Company in a similar capacity.

Winter Campaign Planned by Chain Tailors

Chain I allors

The advertising plans of the English Woolen Mills Company, Buffalo, for next winter will be practically a continuation of its campaign last season. Somewhat larger space will be usel. This copy will appear in newspapers in twelve cities in the States of New York, Pennsylvania, Massachusetts and Connecticut where the company has retail stores. In addition a directmal campaign will be directed to its 50,000 customers in these cities.

A feature in the current advertising of this company is the reproduction of photographs of its store managers. Convenience of the company is the reproduction of photographs of its store managers. Convenience of the company is the reproduction of the company is th

A teature in the current advertising of this company is the reproduction of photographs of its store managers. Copy is written in the first person and signed by the manager of the store which is advertised.

Commercial Truck Advances H. S. Meese

H. S. Meese, manager of the export and transportation engineering departments of the Commercial Truck Company, Philadelphia, for the last two years, has been made general sales manager. Mr. Meese will continue in charge of the departments mentioned in addition to the sales department.

Curity Stamping Account for Stockford Agency

The Curity Stamping Company, Battle Creek, Mich., manufacturer of milk strainers and paint strainers, has placed its advertising account with The C. C. Stockford Company, Toledo, Ohio, advertising agency. Farm papers are being used.

Plans Western Canada Newspaper Campaign

The Dr. Middleton Food Products Co. Ltd., Vancouver, B. C., is planning a newspaper campaign in Western Canada. This advertising will be directed by the Vancouver office of McConnell & Fergusson Ltd., London, Ont., advertising agency.

New Offices for

"India Rubber Review."
The India Rubber Review. Akron. Ohio, has opened offices at New York. Detroit, Boston and Chicago. The managers of these offices are: A. H. Greent, New York; Roy Buell, Detroit: Quincy Tucker, Boston, and John D. Ross. Chicago.

Issues Guide for Importers of

Central European Goods
The American Chamber of Commerce,
Berlin, Germany, has published its 1924
edition of the "American Buyen'
Guide." This is a classified director
for American importers of Central Eutopean merchandise.



Three of the 1,620 Employees of the Chicago Motor Coach Company

Traffic builders —not traffic cops

THESE three men are bus operators—traffic builders. They are live factors contributing to the growth and extension of mass transportation.

There are 46,300 motor buses and 105,046 electric railway cars in the United States. These two fleets carry the traffic of the mass transportation system. They pull together.

That they do not conflict is easily proved by the fact that the electric railways are making much more money today than they did five years ago. Also, the number of electric railways operating motor buses has tripled in the last twelve months.

The 6,400 readers of Electric Railway Journal (weekly) are the men who dominate the policies and purchases for 99 per cent of the electric railway mileage in this country.

Bus Transportation (monthly) goes to 7,200 bus owners, bus operators, body builders, and bus and accessory manufacturers who control the bulk of the bus industry's buying power.

Both publications, serving the

combined mass-transportation field, reach the men who spend upwards of \$400,000,000 a year for equipment, materials and supplies.

Information: A large part of the daily correspondence of these two publications answers questions regarding the allied fields they serve. Giving this information is an important part of their service. Would you like a clearer picture of some phase of this \$400,000,000 market?

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Beterical Electrical World.** Electrical Merchandising.** Electrical Retailing.** Journal of Electrical Merchandising.**

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Press, Coal Age.

Transportation: Electric Railway Journal.

Bus Transportation.

Industrial: American Machinist, Industrial
Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.
Engineering in Spanish-Speaking Countries: Ingenieria Internacional.

Bus Transportation

Electric Railway Journal

McGraw-Hill Publications
Tenth Avenue at 36th St., New York

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28, 1924

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EVERY DAY we meet some of you "exceptional" readers of the All-Fiction Field. You are the fellows who think that the love of clean, stirring fiction is confined to the lower classes—and yourselves.

You assure us gravely that you read one or another of the twelve magazines in the All-Fiction Field. But, you say, there can't possibly be many other important men with taste as bad as yours.

For your entertainment we have made an analysis of our circulation. We find that there are more than a million of you exceptions who read All-Fiction Field magazines. We find, as matter of fact, that 42% of our circulation is what is called "Class."*

Perhaps you think it surprising that there are so many All-Fiction Field readers in the large-income group. It isn't strange at all; everybody likes good stories.

Here is something that you will find still more surprising:

We are proud of you million-and-some "Class" readers. But we are more proud of the 1,386,447 readers who fall into the widely disparaged group known as "Mass"

Have you time for the next page?

^{*} Authorities have defined the "Class" group as including individuals with annual incomes over \$2,000.

8, 1924



. . and a new rule

YOU "Class" people have a very high opinion of your group. So high an opinion, in fact, that a lot of you are willing to forget that the "Mass" group exists. How, you say to yourselves, could anybody with an income less than \$2,000 buy anything?

Well, more than nine and one-half million of the passenger automobiles in the United States belong to persons whose incomes are less than \$2,000. "Mass" owns 71.7% of the automobiles!

More than eight million of the homes in the United States belong to persons whose annual incomes are under \$2,000. "Mass" owns 76.7% of the homes.

These statements are based on the most authoritative information that is available, and we'd be glad to show you how they are arrived at.

Certainly you're important with your large incomes. But you aren't even 15% of the population; you get only 40% of the national income; you surely aren't more than half of the market for advertised merchandise.

Remember that when you buy space. Don't advertise to "Class" alone. Don't advertise to "Mass" alone. Reach both groups in logical proportion in the

All-Fiction Field

Circulation 2,390,424 A.B.C.





"Cream Circulation"

THE DAIRY FARMER goes to 180,000 selected dairy farms.

Subscribers milk an average of twelve cows per farm and receive substantial weekly cream and milk checks. They have, in addition, all of the farm enterprises and sources of income of the general farmer. This means large buying power and a year round market.

Let us tell you more about this "24-hour market."

THE MEREDITH PUBLICATIONS

SETTER HOMES AND GARDENS THE DARRY PARMER E. T. MERSDITH, Public

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Refinements That Make Window Display Contests More Resultful

Plans That Get Small as Well as Large Retailers to Compete Whole-Heartedly

ALUMINUM GOODS MANUFACTURING Co. MANITOWOC, WIS., Aug. 15, 1924.

MANITOWOC, WIS., Aug. 15, 1924.

Editor of PRINTERS' INS:
During 1925 it is likely that we will feature a window display contest.

Can you give us a list of references to articles on window display contests which have appeared in PRINTERS' INK during 1924 and 1923? We have a complete file of PRINTERS' INK for these

two years. If you have some interesting articles that have appeared before 1923, perhaps you can send us tear sheets of them. We will very much appreciate anything you can send us along this line.

ALUMINUM GOODS MANUFACTURING CO.

"DURING the last few months," says the Campbell Soup Company, "our sales force has installed an average of more than 200 new window displays per day; which should mean that somewhere between 5,000 and 6,000 Campell window displays are constantly in existence from this source alone."

It is not always practical or advisable to have salesmen install window displays, but a record of accomplishment such as Campbell can boast of emphasizes the decidedly worth-while results obtainable through skilful merchandising of window displays. There is a tremendous latent demand for window display material. Some manufacturers who find that many of their trims never get behind the plate glass may be inclined to dispute that statement. But the truth of the matter is that either their material was not suitable for a majority of their dealers, or the trims were not When properly merchandised. these two factors are correctly gauged, achievements like that of the Campbell Soup Company become more than elusive possibilities.

Consequently, in any study of window display contests-which is nothing more than a method of merchandising window displaysit is first necessary to give thought to the general subject of window displays. With this in mind, we have prepared, in answer to the inquiry from the Aluminium Goods Manufacturing Company, a complete list of the articles published in Printers' Ink and Printers' Ink Monthly on window displays, including window display contests. Copies of this list may be had on request.

It is interesting to observe how the window display contest has developed within the last few years. Up until rather recently, the average contest consisted of an announcement that a prize or a series of prizes would be offered for the best display or displays. Now, the practice is to arrange prizes so that small as well as large retailers are encouraged to compete whole-heartedly. In addition, the contest is not merely announced; it is placed before the trade through a complete campaign of advertising calling for the use of business-paper space, a broadside or two, and one or more letters.

A very fine example of the modern type of window display contest is that just begun by the Richmond Hosiery Mills, Inc., makers of Arrowhead Hosiery. In planning this contest, the company's executives started out with the thought that unless dealers of every type and size could be induced to join, the results would be negligible. Many dealers appreciate fully the value of window advertising and willingly give time and thought to the creation of effective displays. These retailers do not need a contest to stimulate them to give items worthy of display preferential treatment in their windows. It is the other kind, the retailers who neglect their windows-and ac-cording to Campbell they represent the majority in the grocery trade—who must be encouraged to give more thought to displays

in general and to any one manu-

facturer's in particular. A good way to induce merchants of every calibre to enter a contest is so to arrange it that all have an equal chance of winning one of the prizes. The Richmond Hosiery Mills does this by classifying merchants in accordance with the population of the towns in which they are located. classifications were decided upon, and prizes of \$350 offered in each class. These five groups are:

Stores in cities and towns of 5,000 and under.

Stores in cities over 5,000 and under 25,000. Stores in cities over 25,000 and under

Stores in cities over 100,000 and under 500,000.

Stores in cities over 500,000.

It is true that a dealer's merchandising ability is not always to be determined by a consideration of the size of the community in which he operates. However. even a rough classification of this sort enables all retailers to compete on a more equitable basis.

There are three prizes in each classification. In addition, there are what the company calls two Grand Sweepstakes prizes, the first, offered for the best display of all, amounting to \$500, and the second, offered for the next best display of all, totaling \$250.

The contest has already started. Photographs must be of windows made between January 1, 1924, and December 21, 1924. This may be considered a rather long time for a contest to run. However, if practical plans are employed to revive enthusiasm periodically, interest can be maintained throughout an entire year, especially where the prizes are as large as those offered by the Richmond Hosiery Mills.

All photographs must be in the company's hands before December 21, 1924. Any contestant may submit as many photographs as he wishes. Photographs need not be elaborate; snapshots will do, if they are clear and show up de-tails well. No colored photographs will be considered. Photographs must have written on back the name and address in full of the display man who designed the window, dates of display, approximate dimensions and name of Photographs store. will judged on decorative value of merchandise display, selling effectiveness, grouping of units, and tie-up with Arrowhead Hosiery advertising.

These contest conditions are entirely commendable. There is another condition imposed in this Arrowhead contest, though, which some may find it wise to include. while others will not. This reads: "The displays must contain no hosiery except 'Arrowhead.'" The company informs retailers that no matter whether they now sell Arrowhead Hosiery or not they can get in on the contest because the Richmond Hosiery Mills will consign or loan to dealers hosiery enough to get up a satisfactory display. Obviously, it is necessary to insist that the window contain at least a portion of the merchandise of the manufacturer offering the prizes. But it will not always be found advisable to demand exclusive displays.

The Arrowhead Hosiery contest is advertised extensively in business papers. When a retailer replies to one of these advertisements he receives the following

letter:

We are just in receipt of your inquiry of August 11 regarding our advertisement in recent issue of (...), describing our window dressing contest and take pleasure in handing you here with circular which sets out the details of this contest in full.

According to the contest in the contest i

As one of our most highly valued dealers in Arrowhead Hosiery, we are much gratified to note you are interested in this contest and believe after you have read over the enclosed circular carefully,

reau over the enclosed circular carefully, you will agree with us that our offer is a very liberal one.

You will note that even though you store is located in a very small town, you have the same opportunity of winning one of these prizes as has the largest department store of any city in the country.

largest department store of any diversity of the country. We also wish to call your attention to the two grand Sweepstakes Prizes which makes it possible for you to earn as much as \$700 in this contest.

We hope you are going to make as early display of Arrowhead Hosiery is accordance with the conditions outlied by us and want particularly to call your

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Women's Wear Advertisers Favor Detroit News

THE DETROIT NEWS has been chosen by women's wear advertisers for their selling messages in Detroit not only because it reaches at least 85,000 more homes in Detroit alone than the second paper, but because The Detroit News has the best women's section of any Michigan newspaper.

Its activities, from planning the daily menu to furnishing the home, has won for it a unique place in the hearts of Detroit women readers, and for that reason women's wear advertising makes a stronger and more intimate appeal through Detroit News columns.

It is no wonder, then, that sellers of women's wear patronized The Detroit News with five times as much advertising as the second paper, during the first half of 1924. In other words, The Detroit News printed over a million more lines of women's wear advertising than the other two papers combined.

The Detroit News

Greatest Circulation Week Day or Sunday In Michigan.

Aug.

attention to the fact that you can make as many displays and send us as many photographs as you see fit at any time up to December 21, 1924. Please read the conditions carefully and note the type of men we have selected as judges and if we can be of any further assistance to you in the matter, do not hesitate to call on us.

A contest planned along similar lines, and which is also being merchandised similarly, is that of the Remington Arms Company, Inc. This is tied up with Remington Sportsmen's Week and displays must be made during that week, which runs from October 13 to October 18. Window display material is furnished dealers, transportation prepaid and this material must be used by all confectants.

Each contestant must furnish a photograph of his window display on or before November 1. Each photograph must have on the back the name and address of the dealer and the population of his The photographs will be judged solely on the basis of merchandising values, disregarding especially the size of window in which the display is made. Dealers are instructed to make a display of sportsmen's, hunters' and trappers' goods, using Remington's free window display material, but they are not compelled to devote the window exclusively to Remington merchandise.

Prizes total \$5,000 and are in cash. There is a grand prize of \$500 to be awarded for all-around originality, trade-pulling value and general attractiveness. This prize is open to all contestants in this country. The winner will not participate in any of the other cash prizes or awards. The other prizes are based as follows:

Cash prizes and unique awards for retail dealers in towns with a population of 5,000 and under

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	2nd	prize															100
	3rd	prize															50
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Cash prizes and unique awards for retail dealers in towns with a population of from 5,001 up to and including 10,000:

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	1st	prize																		\$250
	2nd	prize									×									100
	3rd	prize																		50
	50	prizes	0	d													\$	1	0	each
		prizes																		ozoh

A cash prize or a unique award will be given to every Remington dealer who makes a Remington window display of hunters' and trappers' equipment of Renington's free window display material during Remington Sportsmen's Week, who will have a photograph of his window display made and mailed to Department "A," Remington Arms Company, Line.

The Remington Arms Company has done an interesting thing and that is to explain to dealers how to take good window pictures. Many dealers wrote the company, asking: "How can we make good photos of our window displays?" Remington studied the problem and made concrete suggestions which make it easy for a dealer to snap a picture that will clearly show how the window looked, instead of getting a picture of the reflection of some scene on the other side of the street.

There is much to commend the window display contest, when it is properly worked out. But like all other contests it can also create some ill-will, unless it is carefully planned and impartially administered.

There are just a few simple rules to observe: The first is to give even the humblest dealer a chance to win; the second is to help the dealers in preparing the displays by supplying display material; the third is to make it easy for retailers to enter the contest: the fourth is to make the contest the centre of a thoroughly rounded campaign; the fifth is to maintain interest; the sixth is to the prize winners announce promptly; the seventh is to play fair with everybody, and the eighth and most important is to continue to merchandise window displays after the contest is over. The contest should be looked upon as the beginning of a consistent window display policy for its fruits can be picked long after the initial planting is entirely forgotten.

1924

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FOUND!

A new word that defines a new type of newspaper circulation.

Here it is:

ACTIONIST!

What is an Actionist?

How important a part does he play in advertising?

We'll tell you in next week's advertisement in Printers' Ink.



A Good Newspaper

I honestly believe that we are on the verge of a very successful organisation as we are rapidly reaching the point where the textile men are coming to us. I am quite sure that it is only a short time before we will make a glorious success of D-12* and it should be a great credit to you and your paper to be the first to recognise the possibility and give prominence to the report of its deliberations.

*A Committee for the standardization of textile testing.

D-13—and T. W.

The above quotation is of interest simply because it refers to a type of editorial service, the significance of which is not always appreciated by advertisers.

This service is something more than news service or technical service—both vital in themselves. It is a service which attempts to lead the industry—to seek and find ways of placing the industry on a higher, more efficient basis. As in the case mentioned above, the industry is sometimes slow to grasp the import-

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ance of new tendencies. It must be taught—it must be guided.

That TEXTILE WORLD is able to render this type of super-service may be due to the bird's-eye-view enjoyed by its editors—perhaps it is due to the make-up of the editors themselves.

Whatever the case it indicates that TEXTILE WORLD is a power in the textile industry—an important factor in its development. As such it has the admiration, respect and CONFIDENCE of its readers.

This reader CONFIDENCE is about the biggest thing TEXTILE WORLD can offer to its advertisers.

Textile World

Audit Bureau of Circulations



Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.

334 FOURTH AVENUE NEW YORK CITY



LINE UP with many of America's foremost advertisers and come here for your printing. It pays them to trade with us. It will pay you. They are pretty hardboiled-most of them-and they are not giving any money away. They come to us because they know that for every dollar they spend, they get a full dollar's value.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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Playing "Open and Above" with the Farmer

Common-Sense Selling Methods Win When Farmer Is Treated Like Any Other Business Man

By Willis Brindley

Manager, Hewitt-Lea-Funck Company

WE had got out a new silo catalogue, bearing the title, "All About Silos." Its aim was to serve as a brief text on silos and silage, winding up with a dealled description of our own silo, in which its good points were, we thought, pretty fully covered. I remember that I was rather

I remember that I was rather proud of the text on the last page of the catalogue under heading, "All You Need Is Common Sense and a Hammer—Silo Is Complete," which read as follows:

When you buy an H-L-F Silo, you get a complete silo. Here's what you get: Specially milled patent one-piece studs; sills; matched flooring and drop siding for walls cut exactly 23½ inches and bored for nails; all necessary hardware, including steps, hoops with lugs, hinges, soor fasteners; factory-built doors, and, free with early orders, a complete Alicedar roof. Every item stenciled with soner's name to insure safe arrival. Inside and outside paint, anchors and cute furnished at small prices if you want them—see order blank in back of book.

"That," said I to me, the way a man will, "clinches it. We've damned with faint praise other types of silos; we've proved that silage is good feed and that the saving in feed plus extra money from milk or cream will pay for a silo in a year; we've presented testimonials with pictures; we've given a careful and accurate description of the silo, and now we wind up by listing completely the materials furnished, so that the man will be convinced that he is going to get a complete and satisfactory silo, and this final argument is right next to the order blank."

In due course our advertisements appeared, inquiries were received, and we sent out the books. One day the mail clerk aid on my desk a letter that ran bout like this:

"I got your catalogue and like your silo pretty good. And also the price looks pretty good. Maybe I will buy one after a while. Do you send nails with the silo? Without nails the silo is no good."

Our practice always is to answer every question, even though the answer might have been found by the customer in our literature. I turned to the dictating machine and talked a short letter, telling this man that we certainly did furnish nails, and referring him to the last page of the silo book, another copy of which was being sent him in the catalogue compartment of the envelope carrying this letter.

Then I took a look at that page and found that nails were not specifically mentioned in listing the hardware items furnished.

Next day we had two letters similar in tenor to the one quoted. I bought a rubber stamp that read, "Cement-coated, acid proof nails are included in silo hardware," and I had a boy stamp that information in the margin of the last page of every remaining catalogue. Then, in later editions of the book, we specifically listed nails.

Another instance to illustrate the same point:

Up to 1923, we sold silos on credit, allowing the farmer until November first to complete payment, and offering a 5 per cent discount for cash with order. We have a combination order blank and price list, and under the cash discount offer we used the following sentence:

"You are safe in sending cash with order. We have first credit rating with Dun and Bradstreet, have been selling silos eight years, and the silo is absolutely

guaranteed to be exactly as repre-

When we swung over to a cash basis in 1923, the order form, already crowded, had no room in the little box we reserved for statement of terms to accommodate the statement, "the silo is absolutely guaranteed to be exactly as represented," and I left this out, retaining, however, the statement that we had a first credit rating and were experienced in the silo business.

We heard from this omission only once, but that was enough to warrant rearranging the order form so as to include the guarantee in the 1924 lists. A farmer with whom we had corresponded in 1922, sent us his order in 1923, but used a 1922 form, because he wanted a form upon which the guarantee appeared. He told us

this in a letter. The guarantee, of course, offered the farmer no more protection than he had anyway. We guaranteed the silo merely to be as represented, which is what every business house automatically does in every catalogue, since delivery of merchandise not up to its description entitles the customer to protest and refund and subjects the house to fraud prose-But this particular cution. farmer, and probably plenty of others, wanted to see the word guarantee, and we thereafter let

them see it. The guarantee matter, however, easily may be, and often is, overdone. The manufacturer is apt to take in too much territory. We limit our guarantee to the simple statement above quoted. We specifically avoid, for example, guaranteeing that the silo will not blow over in a storm, although we elaborate upon its substantial construction and its ability to withstand wind. A silo company that I know also put out a very substantial silo, a silo built even stronger than ours, and which, within human probability, could not be overturned. They guaranteed that it would not blow over, feeling so sure of the product that they thought there was no risk in the guarantee.

Ho-hum. Along came a wind that destroyed hundreds of houses, barns and silos in Minnesota, including about 100 of these guaranteed silos, and a lot of ours. Our people made no complaint, for it was a terrible storm, but when they reported their loss to us we furnished, at cost, materials for rebuilding. The other company, held by its uncalled for guarantee, rebuilt about 100 silos, Perhaps the guarantee had helped volume of sales. I don't know, but I do know that they are out of the silo business now.

We are accustomed to lumping farmers as a class, and giving them class treatment. They are a class, just as are hardware merchants and grocers, but they are no more alike than are hardware merchants and grocers of the same mould. The stage professor is absent-minded; the Eaglishman is a silly ass who sucks the head of a cane and says, "Reawly"; the farmer is a hick with overalls tucked into milk-pattered boots, a checked shirt, wide straw hat with a hole in it through which his hair sticks up, chin whiskers and a cob pipe, and he says, "By swanny."

MORE THAN ONE FARMER TYPE

From this stage conception we have been weaned in recent years by the influence of magazine articles in which the farmer has been pictured as a keen, alert, business man.

Some farmers are alert, keen and all those things, and plenty of others are not. Here are a few classifications, each with sundry ramifications:

(1) Pioneers clearing stumps to make a farm, or trying to farm in the arid West without water.

(2) Second generations of such farmers, who are, in the former stump countries, generally pretty well off and often keen and alert.

(3) Business men turned farmers; sometimes successful and plenty of times not.

plenty of times not.

(4) Barbers, railroad switchmen, elevator operators turned farmers. Generally not successful—no more so than they were in

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A Notable Fashion Number!

N September 28th, THE WORLD GRAVURE will issue the first of a series of Autumn Fashion Numbers.

As the only section of its kind carrying a regular department devoted to women's attire, THE WORLD GRAVURE has won for itself an enviable position among the really authoritative mediums devoting space to this all-important subject.

Advertisers using space in the GRAVURE SECTION share in the widespread acceptance of this medium as a dependable forecast of the season's modes.

First forms close September 18th. Reservations should be made at once.



MALLERS BUILDING CHICAGO

PULITHER BUILDING GENERAL MOTORS BUILDING NEW YORK DEFENDED SECURITIES BUILDING CHANCERY BUILDING TITLE INSURANCE BUILDING LOS ANGRERS, CAL.

SEATTLE, WARH.

SAN PRANCISCO, CAL.

witchurned cessful ere in the .trifling jobs they quit for

farming.
(5) Capitalist farmers, by which is meant men who own, through inheritance, generally valuable farm properties, and work them intelligently.

(6) Capitalist farmers who

won't work.

(7) Fruit and berry farmers, who generally are men who think there is more romance in an orange than a hog, and find out

later that there isn't.

(8) Tenant farmers who figure that it is cheaper to pay rent than to own, and who make a limited capital carry them a long way in an intelligent farm operation.

(9) Tenant farmers who are poor managers, won't work, and are generally of no account. (10) Tenant farmers who be-

long in between the two classes listed just above.

(11) Market gardeners, of all kinds, including Japanese.

The list is infinite, and it is this writer's hope that through perusal of the fragmental segregation above the reader will have concluded for himself that farm-

ers are not a class, but just folks. How do you take it when you receive a communication addressed to you as "Mr. Business Man"? Not so well, eh? of stirs you up, to be put in a class that way, doesn't it? And the same reaction is felt by "Mr. Farmer," when business men put him in a class, and a kindergarten class at that, and start out to tell him his business.

I remember that, early in the motor-car business, a leading manufacturer of pleasure cars tried to sell farmers a utility car, having a seat for one passenger and the driver in front, and an open body behind, which might be used for transporting produce to market, or, equipped with a cross seat, serve to carry the family to church on Sunday. They got nowhere with it. The farmer has a car that he uses for pleasure and business, like everybody else. If he needs a truck, he buys a truck.

Any class becomes a class be-

cause those out of the class make When we treat any it a class. class as an inferior complex, that class fights back, with suspicion and distrust. If we hadn't treated servants as servants, the being a servant would not now be the unpopular thing that it is, and we would have had no servant problem.

The laboring class, distrusted and treated as an inferior class by employers, became easy prey to and unscrupulous sleek elected leaders, and we had, and still have, labor troubles.

Men in business, operating their businesses from city headquarters. got it into their heads that the farmer was a gullible hick, and sold him shoddy goods. The only men who went among farmers as salesmen were lightning rod agents and gold-brickers. Naturally, the farmer became suspicious of strangers, and he hasn't got over it yet.

But when Montgomery Ward issued his first little catalogue half a century ago and incorporated it in a straightforward money-back guarantee, he did a little business from the jump, and more pretty soon, and now a legion of mail-order houses, operating upon honest lines, do an enormous country business.

The farmer is suspicious, and with grounds. He wants to know all about it before he spends his money. But, once his confidence is gained, he is the best little booster on earth. Until the frequent changes in farm ownership during the boom times made it impracticable to keep up, we used to send out, with our silo catalogue, a list of owners, and invite investigation of any silo in use anywhere. The mere publication of the list of owners inspired confidence in the product, but prospective customers actually did investigate listed installations, or, if there was no silo of our make close at hand, they would write a dozen letters or so, to scattered names, asking pointed questions from the owers about the H-L-F Silo and its manufacturer.

Frequently owners getting these inquiry letters would write us,

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these e us, HAT do you Want for your money?

What do you get For your money?

You want circulation In any medium And you get the World's greatest In The American Weekly!

And for very Little of your Money At that!

4,500,000 at Seven dollars a line!



A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester-American Detroit-Times

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record r-American
Times
San Antonio-Light
Milwaukee-Sentinel & Sunday Telegram

"If you want to see the color of their money - use 'color'. "A.J.K.



General Motors Truck Company is one of the world's pioneer truck manufacturers. Since its founding, it has rigidly maintained the policy of building a truck of the highest quality.

GMC advertising has been designed to familiarize the public with this quality, and with the reasons why it is available at GMC prices. The advertising has been designed also to acquaint truck buyers with the strength, sturdiness and power of GMC, and to dramatize the suitability of GMC for every hauling requirement.

This advertising has helped to create acceptance in the public mind of GMC merit and has produced gratifying results for General Motors Truck Company—a Campbell-Ewald client.

CAMPBELL~EWALD

H. T. Ewald, Pres. E. St. Elmo Lewis, Vice-Pres. Guy C. Brown, Sec'y. J. Fred Woodruff, Gen'l. Mgr.



1924

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The Campbell-Ewald organization of 160 people, with financial and physical facilities of the largest advertising organization between New York and Chicago, and a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you. There will be no obligation on either side.

Advertising Well Directed



COMPANY Advertising

General Offices, Detroit, Michigan

New York Chicago

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Toronto Dayton

Los Angeles San Francisco

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forwarding the letters and advising that they had been answered with a good boost for the silo. I got such a letter one day from a man in Montana, enclosing a letter that this man had received from a prospect in Iowa who had asked eight questions.

"I gave him some good answers, you bet," said our Montana customer, "but on question eight I had to write kind of careful because, as a matter of fact, our silo blew over last fall and was busted all to pieces."

I looked over the questionnaire from the Iowa prospect. Here was question eight: "Did your silo

blow over yet?"

I would have liked to see the "kind of careful" answer to that

question.

An Attack on Smooth Faces

WHEN a new movement starts down South it merits attention. The overalls parades which started there went far be-fore they stopped, it will be re-Now there is a rumble from the membered. disturbing Southland which every manufacturer to whose interest it is that the American man keep a smooth face had best pay close attention.

A certain group of serious Southern husbands, annoyed by their bobbed-hair wives, have sworn that they will let their beards grow without any razor, soap or shaving-brush to hinder just as long as friend wife persists in keeping her hair bobbed. The wives have asserted in defense of their position that it is far more comfortable and saves a great deal of time not to have to spend hours before the mirror fixing their hair every day, when a mere shake will do the trick just as well when tresses are bobbed.

It is equally true that not many men enjoy the every twenty-fourhour job of making their faces smooth. Many a man who catches the 7.56 train each morning would appreciate a half hour longer in bed. The fact that he is carrying on a slight modification of the sex war, that he is doing something which will annoy his bobbed-hair wife makes the movement even more ominous. It is a serious situation.

Can all the fun poked at Mr. Doolittle, the hirsute quarterback of the golden 90's by Colgate of Jersey City, stop a movement based upon so fundamental an instinct? Can Williams of Glastonbury with his advertising offset a movement rooted on hatred and a desire to get back at one's better half? Can King C. Gillette of Boston, manufacturer, whimsical author, and one of the builders of the smooth-face habit, stand against the bearded men of the South who threaten to let the hair grow long on their faces so long as their wives refuse to let their hair grow long on their heads? Can advertising which has built a habit keep that habit inviolate against the revolution which threatens it from the South? It is a time for all smooth-face advocates to rally to the cause. This little cloud, no larger than a man's hand, may turn out to be an ominous, devastating storm. Perhaps this warning to the advocates and builders of the smooth-face habit has come in ample time.

Spring Campaign Planned on Boys' Kites

Boys' magazines will be used in a campaign which is being planned for next spring by the J. C. Ayling Company, Inc., Springfield, Ill., manufacturer of novelty folding kites. The company is adding to its line complete suffits. pany is adding to its line complete outfils of kites including string. Application recently was made with the Patent Office for registration of the name "Jolly Boy" as a trade-mark for its kites.

R. B. Havens to Join Edwards Agency

Raimon B. Havens, formerly with N. W. Ayer & Son; will take charge of the production department of George W. Edwards & Company, Philadelphia, advertising agency, on September 1.

Has Hobbs & Sons Account

C. M. Hobbs & Sons, Bridgeport, Ind., nursery stock, seeds, bulbs and plants, have placed their advertising account with the Millis Advertising Company, Inc., Indianapolis. Farm papers and newspapers will be used.



Do
you realize
how many persons
handle your letters?

on

IGHT to sixteen persons may handle your letter; from the time that it is dictated, in your office, en route and at destination — with varying degrees of care.

Each handling puts some burden upon letter sheet

and envelope. A sheet of paper reasonably acceptable in appearance may later convey a materially different impression depending on the quality of the paper.

Examine your own mail in the morning. You will find some letters clean and crisp. They are on good paper. Others clearly show the tear and wear of their journey because of the low grade paper used.

The appearance value of your letters at their destination is one of the four factors considered in building The Specification Chart. [See chart at the right for these four factors.]

THE SPECIFICATION CH

Box

Each of these nine	Th	e (Cor	if a	llin 11 1	g l	Par	to D		
grades of Eagle-A Bond Paper is pro-	29	RM	4.	all Bond F						
duced on a volume basis, with all the	R	E (nt I	N	-	100				
resulting economy in manufacture and distribution.	on Bond	vam Bond	in Bond	ract Bond .	set Bond	ron Bond	Marrie Read	The Bear of		
Chief uses of paper in modern business	Coup	Agay	Persi	Cont	Airpo	Chev	Acces	None		
Letterheads	A1	1	2	2	8	8	3	r		
Invoices	A1	1	2	2	8	8	3	ľ		
Statements	A1	1	1	2	2	8	3	ľ		
Checks				1	2	3	3	Ť		
Drafts			1	2		8	8	Ī		
Notes			1	2	2	8	3	ľ		
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Receipts			1	2	2	8	3	I		
Inter Dept. Letters							1	9		
File Copies							1	2		
Acknowledgments			1		2		8	Ī		
Price Lists	-			1		1	2	1		
Mortgages	A1	2	3	3				ľ		
Deeds	Al									
Stock Certificates	A1	2	8					ľ		
Policies	A1	2	3	3				ľ		
Inventory Forms				1	1	2	2	į		
Requisitions				1	2	2	3	į		
Mfg. Orders				1	2	2	3			
Receiving Reports							1	8		
Stock Reports				1	2	2	8	8		
Time Slips							ž	9		
Memo Slips							1	9		
Reference Booklets						1	2	3		

KEY TO ABOVE CHART

A1 — Extra First Choice 1 — First Choice
2 — Second Choice 3 — Third Choix
2 — Second Choice 3 — Third Choix
4 Recommended for Offset Lithograph
Four factors are cronsidered in the above classic
(a) Appearance, (b) Long Life, (c) Printing or
(d) Probable handling (in office, in nail and
thatton). First choice provides maximum pom
thatton). First choice provides maximum pom



EAGLE-A

The Specification Chart will help you buy "the right paper for the purpose". The nine grades of bond papers shown in the Chart cover the entire field of business requirements. Each of these nine grades is produced on a volume basis by the largest makers of fine writing

paper in the world. With the Chart, the right paper comes to you at the right price.

Printers, Lithographers, Stationers and Engravers throughout the country subscribe to the soundness of the Chart, and to the need of this genuinely reliable guide.

"The Correct use of Bond Papers" interestingly covers this subject. The booklet and samples of Eagle-A Bond Papers will be promptly sent you upon request.

AMERICAN WRITING PAPER COMPANY

Makers of Eagle-A Bonds, Linens, Ledgers, Covers, Book Papers and Announcements

Holyoke, Massachusetts

BOND PAPER USES

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ART

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ove classificate Printing quality mail and at

The NINE EAGLE A BOND PAPERS

With an Outline of their Characteristics and General Utility

Astrictly First Grade, Pole Loft Dried Paper,
and from new white hard rags. Will reasin
strength and color indefinitely. Supremely
salve in appearance, with the 'feel' and crackle
lanly in the very highest class of Bond Paper.
Made in White and Six Colors.

A High Grade, Pole Loft Dried Paper, containing a very high percentage of the best new rags. Clear white in color, of imprespersance, and designed for general use where a shantial paper of extremely long life is desired. Made in White only

Pole Loft Dried Paper of High Rag-content, having much the appearance of higher grade bonds. A popular paper combining qualityrance with moderate price. Will last for a gen-Made in White and Three Colors

Male in White and Three Colors

not

Pole Loft Dried Paper of substantial Ragcontent with high factors of long life and
resistance to wear, smooth finish, and
slafty adapted to Offset Lithography.

Male in White and Eight Colors

Festoon Loft Dried, Rag-content Paper with
much of the strength and rich appearance of a higher grade paper. It combines
PAtocal and moderate orice.

Male in White and Six Colors
Pole Loft Dried Rag-content Paper. Maximum Bond Paper opacity. Smooth finish.
Especially adapted to high speed Offset

Made in White only

Air Dried Rag-content Paper with a rich surface appearance, and clear white color. In great demand for large edition in form, circulars, letters, etc., because of its low and wide range of colors.

Made in White and Seven Colors

mae and these Bond mended to be used for temporary purposes only. Made in White wide range of Colors adapted to Factory and forms. Norman Bond is a No. 1 Suliphites Grade.



ond PAPERS

The right paper for the purpose

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This watermark identifies Eagle-A Bonds

The Nine Eagle-A Bond Papers cover every business need

Free A Course in Direct Mail Advertising

A set of twelve handbooks treating upon various phases of Direct Mail Advertising in relation to business problems. The material, representing a wealth of experience, constitutes a worthwhile reading course not only for workers in advertising but for those who supervise advertising work. The American Writing Paper Co., Holyoke, Masswill gladly supply this set of informative and instructive handbooks without cost or obligation to those who ask for it.

A Smaller Selling Unit Gets Chinese Market for Sun-Maid

Likewise Quaker Oats and Wrigley's Gum Are Introduced into Far East by Changes in Product

Special Washington Correspondence

THE principal details of several recent successful merchandising campaigns in China by American advertisers indicate that the purchasing power of that vast market is much higher than is generally supposed, and that it offers excellent opportunities to many manufacturers who will take the time and trouble to study the market and adapt their selling methods to conform to its peculiar demands and customs.

The Sun-Maid Raisin Growers, Inc., are now selling their product in China at the rate of about \$1,000,000 gold a year. For several years the Quaker Oats Company has been cultivating the market, and its volume has reached highly profitable proportions. More re-cently, William Wrigley, Jr., began an intensive selling and advertising campaign in Shanghai and vicinity on a new chewing gum created especially for the Chinese trade, and his effort has been reported to be fairly successful.

The Sun-Maid campaign has demonstrated the falsity of the rather general opinion in this country that necessities were the only food products that could be sold extensively in the Chinese market. This opinion has influenced American manufacturers for many years; but Sun-Maid Raisins are not necessities, and they are being sold in practically all of the interior cities throughout

the country. One of the first problems to be solved was that of the package. In working this out the fact was recognized that the value of the market was due to its multiplicity of purchasers. Although it was recognized that the purchasing power of the average Chinese is comparatively low, the Raisin Growers were convinced that an attractive unit of sale, though small, would result in a satisfactory volume. Obviously, a large

number of sales at five or ten cents a package would be impossible, since the coolie could not be ex-pected to spend a day's wages for a food product that he considered

a luxury.

So the Sun-Maid Raisin Growers reduced their exporting costs to a minimum. They are shipping their product to China in bulk, and the raisins are finally retailed in small, attractive, very inexpensive paper packages that are sold for a

penny.

The sales and advertising methods were worked out in the same way, after first acquiring a full knowledge of the peculiar condi-tions and customs that prevail in the Chinese market. And it is Sun-Maid significant that the Raisin Growers have employed their own organization to introduce their goods and to maintain their distribution.

RESEARCH FINDS APPEALS

Although the selling campaign of the Quaker Oats Company in China was designed to reach a better class of purchasers, it was worked out with a similar regard for the peculiar conditions and demands of the market. An obstacle that would seem to prevent the sale of such a product as Quaker Oats in the Chinese market is the fact that the natives there consume very little milk, butter and cheese. Hence it would be exceedingly difficult to make any headway in selling a breakfast food that had to be served with milk and sugar.

The company met and solved this problem by experimenting with its product until it discovered ways to serve Quaker Oats that would particularly appeal to the Chinese people. Then it prepared cook books, printed in Chinese, and used them to introduce its product into the homes. The company also illustrated its advertising material with Chinese characters, and conducted its selling and advertising

Aug.

campaigns in such ways as to conform to the customs, prejudices and common ideas of the Chinese

people. Many months ago, Commerical Attache Arnold, located at Pekin, in a report to the Department of Commerce, gave several reasons for believing that American chew-ing gum could be sold profitably in China. At the time his statement was taken exception to by a number of exporters and others on the ground that the average Chinese was too poor to buy anything to put into his mouth that he did not swallow. Mr. Arnold replied by referring his critics to the enormous sale of cigarettes in China, and said that cigarettes were undeniably a product that is put in the mouth and not swallowed, although the Chinese are in the habit of speaking of cigarette smoking as "eating smoke."

A NEW WRIGLEY PRODUCT

Now the controversy undoubtedly will be settled by the experience of the Wrigley company in China. Mr. Wrigley evidently intends to build up his business there with the liberal use of advertising, as he has done in this country; but he is carefully conforming his methods to meet the local requirements, and he has created a new product to meet the demand occasioned by the peculiar taste of the people.

Several painted bulletins have been erected in the Shanghai district, illustrating with Chinese characters the pleasant results of masticating without assimilating Wrigley's chewing gum. The name of the product has been translated into the Chinese equivalent of permanent or lasting candy. The gum is flavored with violet extract instead of the strong mint flavor so familiar in this country. And, although some changes may be found advisable in both the product and the selling plan, the campaign has been reported as profitable at the present time and promising for the future.

The other day, when these successes were mentioned to R. S. Hollingshead, a specialist in canned foods for the Bureau of

Foreign and Domestic Commerce, of the Department of Commerce, and assistant chief of the Foodstuffs Division, he said that the selling campaigns were similar in all essential factors to practically every successful attempt by American manufacturers of food products to sell the Chinese markets.

"For many years," he continued, "a large number of our manufacturers looked upon the huge population of China as furnishing a good market for the quick sale of large quantities of very cheap goods. In other words they were inclined to consider the market as an occasional dumping ground for a variety of goods offered at very low prices; but when they were successful in using the market for that purpose the results were invariably demoralizing to all of our Chinese exports, and the manufacturers who used the market for a dumping ground usually found future, selling difficult.

"Experience surely indicates that it is best for a manufacturer to stay out of the Chinese market entirely until he is ready and willing to cultivate it as carefully as he does his home markets, and with a similar regard to local needs and preferences. While the successes mentioned and a number of others all show that there is undoubtedly a potential demand for a great variety of articles in China that are not sold there, the country offers particularly attractive opportunities for the sale of American food products.

"The reason for this is that there is probably no other people on the face of the earth which has such a varied dietary as the Chinese, and the average menu is extensive. The Chinese cook is more of an artist than an artisan, and he has developed his art through thousands of years by combining a wide variety of native food products. Therefore, the Chinese people are decidedly receive to new ideas of combining foods and to new food products."

Mr. Hollingshead then mentioned the success of tobaco manufacturers in China and said that their methods should be studied by those who contemplate MORNING PAPERS

GET ACTION

X

PUT IT
ON YOUR
FALL
SCHEDULES

If you want to make as many hits (sales) as you can in a given market, you must direct your selling talk to the largest number of probable buyers.

In Cincinnati, the newspaper that circulates with the real buying public—is

L A. KLEIN , Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

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, 1924

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selling anything new in the Chinese market. Several decades ago, the British-American Tobacco Company conceived the idea of introducing cigarette smoking into China. With products especially designed and packaged for the market, the company advertised extensively and persistently, and utilized the best methods of salesmanship they could devise. Throughout the campaign of education and merchandising every move has followed the careful study of the market.

The exceptional enterprise of the British-American company couraged other tobacco concerns to enter the field, and, as a result, the cigarette consumption of Chinese people has increased to a volume of between forty and fifty billion a year. In 1922, China imported cigarettes to the extent of a total of \$23,800,000, of which American manufacturers sold approximately \$17,000,000.

A FRIENDLY MARKET

"China is a very good and friendly customer," Mr. Hollingshead added, "ranking about tenth among the 100 or more countries to which we sell manufac-tured goods. Her people have generously demonstrated that they like many of our products. Although the individual's buying power is low, it is undoubtedly strongly influenced by the right kind of advertising, and it should be multiplied at least 400,000,000 times to make up the great Chinese market.

"If a manufacturer's goods are acceptable to the Chinese people, or if the people can be educated to use them, he can probably find a way to sell them profitably in the most attractive of the Far-Eastern markets. As the successes mentioned show beyond doubt, it is simply a matter of modifying goods and packages and prices to meet the demand, of finding acceptable ways to use the products, of advertising in a way pleasing to the Chinese, and of utilizing selling and distributing methods that harmonize with the customs and practices of China's shopkeepers and merchants."

An Analysis of Editorials St. PAUL, MINN., Aug. 16, 1924.

Editor of PRINTERS' INK:

Editor of Paintess' Ink:

In the average publication the editorials are seldom as interesting as the articles. But Paintess' Ink is not an average publication.

The editorials in the August 7 issue were particularly worth while all the way through. The first one on the improving business situation was of universal interest and said much in small space. The one about the Champion High Diver of the World would be voted a "knockout" by anyone. But I think only a copy writer can appreciate how unusually deftly it was written.

The Ford story contains a new slant

The Ford story contains a new slant—no slight achievement when one considers how thoroughly Mr. Ford's policies have been written up.

RALZIGE E. Ross.

Can Opener to Be Nationally Advertised

National advertising of the Blue Streak can opening machine, for household use will start early in September. This article, which is manufactured by The Turner & Seymour Manufacturing Company, Torrington, Conn., is now being advertised to the trade in business papers as "a new way to open cans." The product will be packaged. The Turner & Seymour company is also the manufacturer of the Blue Whid also the manufacturer of the Blue Whirl egg beater.

Business-Paper Campaign for Ford Transmission

The Chicago Transmission Company, Bryan, Ohio, has commenced a cam-paign in automotive publications on its transmission for Ford trucks and pa-

senger cars. This advertising is being handled by The C. C. Stockford Company, Toledo, Ohio, advertising agency.

Dairy Account with Indian-

apolis Agency
The Springfield Dairy Products Company, Springfield, Ill., has placed its advertising account with the Mills Advertising Company, Indianapolis. Newspapers will be used.

Bed Account for George Batten

The Groff-Bent Corporation, New York, manufacturer of bed products, has retained George Batten Company, Inc., New York, to direct its advertising.

Associated Metal Lath Account for Nichols-Evans

The Associated Metal Lath Manufacturers, Chicago, have placed their advertising account with The Nichols-Evan Company, Cleveland advertising agency.

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Blue house-ember. red by turing now busi-open kaged.

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ADDING --the Human Factor to A.B.C. Facts!

.... how advertisers and agents are studying the New York newspaper field.

(see next page)



What 15 Men

"THAT man will buy the Times!" said one advertising man, checking newspaper sales at a busy stand.

But the man bought THE NEWS!

This is just one of the incidents that occurred on August 22nd when THE NEWS invited 15 advertising agency men to observe morning newspaper sales—at the newsstands! Stands were checked in all sections of Manhattan, Bronx and Brooklyn between 7:15 A.M. and 9:15 A.M.—the two hours in which most morning papers are sold.

The wrong guess about the man who seemed to "look like a Times reader" was a sample of the things these men observed-facts that the A.B.C. could never tell them. Of 3,517 people who purchased morning newspapers at these stands, 1,427 bought The News!

These men found the human factor in circulation! They observed not merely how many people were buying The News-but the number of men and the number of women, the kind of men and the kind of women. Interesting dope for advertisers and agents accustomed to cold figures!

They saw 739 men buying THE News, or 6% more than the nearest competitor, acknowledged to be a Name of Man

Agency

F. H. Hilson H. K. McCann Co. L. Kelly H. Blake Frank Seaman, Inc.

P. Seixas Lyman Worthington

John O. Powers Co. J. H. Johnston C. J. Cole, Jr. L. J. Delaney Philip Ritter Co. Geo. Batten Co.

Thresher Advertising Service D. J. Crimmins

Harry C. Michaels Co. R. W. Orr, Lennen & Mitchell, Inc. A. Ferguson ! Barton-Durstine & B. C. Duffy Osborne, Inc. H. Weisner H. E. Lesan Co. Edward Byrne Hanff-Metzger, Inc. H. J. Walsh, Evans & Barnhill, Inc.

man's paper. Eyes were opened to the scope of THE NEWS' appeal And then-

They saw 688 women—women of all ages—picking up The New and plunging down subway stain already in intense perusal of their favorite paper. Here were women, the wives and mothers of today and tomorrow, buying THE NEW in 7 cases out of 10. Here is ground for the sowing of advertising mesages in the minds of both men and women. Here is insurance of the choice of the advertised product by generations that will be buying before we or they know it!

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Men or Women—THE NEWS leads!

PUBLICATION	M	MEN		WOMEN		TOTAL	
DAILY NEW	S 739	29%	688	70%	1427	41%	
Times	570	23%	92	9%	662	19%	
World	459	18%	75	8%	534	15%	
Herald-Tribune	378	15%	39	3%	417	12%	
American	291	11%	27	3%	318	9%	
Mirror	96	4%	63	7%	159	4%	
	2533	100%	984	100%	3517	100%	

-and here's what it means!

te are often asked—what about pur competition, how has THE EWS fared since the recent conlidation of two morning papers at the entrance of another in the tld?

Look at the above tabulation! There is the answer, we think. shows that of all the sales obved, 41% were News sales. It ows that The News was purased more than twice as many mes as its two nearest competitors three times as often as the third per—four times as often as the urth paper—and nine times as ten as the latest addition to the orning field.

The sale of The News in this vestigation shows that there is actically even division of men

and women readers. And in both men and women readers, The News exceeds every other New York daily morning newspaper.

The tabulation shows that if you are selling a commodity of general appeal in New York City, it would be necessary to use at least three morning papers to reach as many people as you can with The News alone!

THE NEWS has something to show every person interested in the human factor in circulation, and what it means in the successful placing of advertising in New York City.

There is an invitation to all to join in making one of these morning newsstand studies.

The Largest
DAILY Circulation
morning or evening
in America!

TELL IT TO SWEENEY has been issued in folder form. Write for it on your business letterhead.

THE NEWS
New Yorks Picture Newspaper

25 Park Place, New York 7 S. Dearborn St., Chicago

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-scattered distribution

and scattered advertising through mediums of national circulation, much of it in territory where the advertiser has no distribution at all, obviously cut down profits.

Conversely, complete distribution and Newspaper advertising in definite markets increase profits.

No array of distinguished advertising counsellors is needed to stage such simple, important truths.

The presidents, sales managers and boards of directors do not have to be versed in the technicalities of advertising to be able to rely safely upon their own common sense in considering the fundamental structure of an advertising campaign.

A combination of all the research departments and market investigations and so-called experts, and even a long-haired psychologist or two, can complicate but cannot destroy that axiom: Advertise where your goods are on sale and where you can sell them at a profit.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago Kansas City

New York

Atlanta San Francisco

Direct-Mail Advertisers Aided by World's Largest Printer

One Way in Which the Government Is Successfully Aiding Advertisers

By George H. Carter

Public Printer, Washington, D. C.

WHILE it is not probable that any two statistical experts would agree on the percentage, we know that a very large majority of all the printing in the country is executed because of the demand of advertisers. We also know that the advertisers are losing and misapplying millions of dollars every year because of a lack of information regarding the materials of printing, which are also, to a considerable extent, the materials of advertising.

Many members of our organization, here in the Government Printing Office, are deeply interested in the subject of advertising, mainly for the reason that the more than 100,000,000 booklets, documents, reports and books we produce each year are the principal means of advertising the activities and business of the Government. Hence, many of our problems in producing our work more economically and effectively are also those of advertisers, and I think that the solutions of some

industry.

From our own experience and many instances that have been called to our attention, I'm convinced that among all those who have anything to do with the production of printing the average advertiser is in greatest need of accurate information regarding the materials used. This is certainly not to his discredit, for, until recently, many of the facts he should know were not readily available, and a few were not known to anyone.

of our problems will be of considerable value to the advertising

Sometimes the advertiser loses money by paying more for his printing than he should, through agreeing to the substitution of in-

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ferior paper, and because de-pendable paper specifications are not accessible to him. For the same reason he sometimes pays much more than is necessary for a piece of advertising material because he specifies or accepts a high grade of paper, when a different and less costly grade would serve the purpose just as well or better. Frequently, too, he does not get the best value by accepting the lowest price offered by one of several printers, for the simple reason that all have not figured on exactly the same grades of materials. And advertisers also lose in results produced because of inks that fade, papers that discolor and catalogues and booklets that fall apart after the advertising material has been distributed.

AN OVERLOOKED OPPORTUNITY

Until about three years ago, the Government Printing Office rather held aloof from the advertiser, employing printer and publisher, and they, in turn, took little or no interest in the methods of operation of the great plant owned by the Government in Washington. Although its maintenance costs the taxpayers of the country from \$10,000,000 to \$12,000,000 a year, the experiences of the Government Printing Office were of no avail to the industries that should be most concerned in this unusual activity of the Federal Government.

Farmers throughout the land are directly benefited by the extensive work of the Department of Agriculture, commercial interests are greatly aided by the Department of Commerce, the banking business is well supervised by the Treasury Department, the mining industry receives much help from the Bureau of Mines

and the Geological Survey, manufacturers are continually calling on the Bureau of Standards for solutions of their manufacturing problems, and labor has an entire department devoted to its welfare. But American advertisers, employing printers and publishers, although one of the most powerful and influential groups in the commercial world, have overlooked the important fact that the Government Printing Office could and should render a similar service to them.

With this thought in mind I am endeavoring, as Public Printer, to make the Government Printing Office a sort of experimental station for all large purchasers and producers of printing, in addition to its work for the Government establishments. Some time ago, the doors of the world's largest printing plant were thrown wide, and advertisers, as well as all others interested in printing, were cordially invited to study every detail of its vast operations.

Although comparatively very little has been published regarding this invitation, it has not fallen on deaf ears. During the last three years more people of prominence among national advertisers and in the printing business have inspected the Government Printing Office than ever before in all the sixty years of its existence.

We are glad because of this result, and we are anxious that all advertisers, buyers and producers of printing have the benefits of the service we are able to offer them. For more than thirty years all of the paper used by this plant has had to conform to certain fixed standards, and every pound must be in accordance with definite specifications which state the minimum requirements of quality acceptable to the Government, as to weight, strength, stock, ash and other essentials. Obviously, we have good reason to believe that in every instance, the specifications determined upon will serve best the purposes for which the paper is to be used.

Formerly, all tests and chemical analyses were made for us by the Bureau of Standards; but about two years and a half ago we established our own laboratories in the plant. This move was made solely for reasons of economy. Frequently, in emergencies, single presses or batteries of presses and their crews must wait while tests are made, and by having the men and equipment for the tests on the ground we save a great deal of time and expense.

HOW QUALITY IS INSURED

Not only have we tested all papers, inks, colors, glues, twine, leathers, cloths, oils and other materials used in the plant; but we have conducted considerable research to determine better materials for specific purposes. Formerly we had a great deal of trouble with inks and colors fading, and with the discoloration of certain book papers when ex-posed to light. Now we order all colors by naming the ingredients, and after innumerable chemical analyses and light tests we know what materials will give us the best results in mixing colors. We have conducted similar experiments with book papers, and we have determined the specifications to avoid, and those which it is profitable to favor.

Both in equipment and personnel, our chemical and physical laboratories are complete, and I doubt if any national advertiser, advertising agency or printing plant in the country could afford to maintain such organizations; but all buyers and producers of printing can benefit by the facts established through our research and experiments.

Perhaps the advertiser's greatest loss on printed materials of all kinds is caused by inaccurate and incomplete ordering. The advertiser desires certain effects, and usually he leaves the means to the effects largely to the printers, who are beset by keen competition and confused by the wide variation of materials and multiplicity of brands. In common fairness, when an advertiser

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The Final O.K.

Many advertisers consider it mighty important.

They argue that without it all the rest of their selling expense may be lost.

They use Nation's Business because it works constantly for them behind doors shut to the ordinary approach, because it spreads their sales arguments before 155,000 higher executives whose "Yes" they must have to close the business

NATION'S BUSINESS

Washington (Member A.B.C)

Aug

requests several bids on a large order of printing, the order should embody specifications of paper, ink and other principal materials, so that the printers can figure the work intelligently, without guesswork, and meet each other on an equitable basis.

Not long ago, a manufacturer who happens to be a personal friend of mine sent us several letterheads with the request for information as to quality. He is very particular about the station-ery his concern uses, and for years has bought nothing but a certain brand of all-rag bond paper widely known for its high quality. He explained that the jobbers in his city had run short of the regular stock, and that, to avoid waiting for several weeks, he had allowed his printer to use a substitute that was claimed to be just about as good.

From our records of many tests of bond papers, we quickly found that the substitute paper was only 50 per cent rag, decidedly inferior to the paper originally ordered, and worth considerably less than the price paid for it both by the printer and my friend.

Now this does not mean dishonesty on the part of the printer, the jobber or the manufacturer. The substitute paper has been on the market for years, is excellent in appearance and a good example of its kind. The incident merely illustrates the necessity of the advertiser knowing more about paper specifications and then specifying exactly what he wants.

A COMPREHENSIVE TEST

Many advertisers who send out large quantities of circular letters and other material requiring bond and ledger papers will be interested in a recent investigation made by our laboratories in cooperation with the United Typothetae of America. The report will be mailed to anyone interested, on request, and includes the test results on ninety-four commercial bond papers and thirty-nine ledger papers, samples of which were obtained direct from thirty different paper mills. The report shows the wide variations in quality between

papers of the same kind, and, I think, will furnish the advertiser with information that will assist in ordering bond and ledger papers.

Another recent experience dealt with an incident that threatened. to result in a serious loss to a publisher of a widely advertised set of books. The publisher shipped a large order to Europe. and, several weeks later, had a number of the volumes returned with the claim that they were de-fective. The paper and bindings were discolored, the backs were loose, and most of the signatures had separated owing to the softening of the glue and stretching or breaking of the binding twine.

Within two or three days, our tests and analyses proved that originally the paper and other materials were of good quality, that the books had been carefully printed and bound, and that, under ordinary circumstances, the books would last for many years. In all parts of the books traces of acid were found, and it was later determined that the volumes had been subjected to acid fumes while in the hold of the ship that carried them abroad.

While our investigation in this case was conducted in the interests of the advertiser concerned to fix the source of damage, it also demonstrates the need of a much wider general knowledge of the simple properties of paper and other printing materials. Undoubtedly the loss would have been prevented if those responsible for the loading of the ship had known that paper, ink and bindings cannot withstand fumes of strong acids.

This experience suggests an experiment I recently heard of that I believe would furnish many advertisers with knowledge of a source of loss they little suspect. A manufacturer, before sending out a new and elaborately printed catalogue, 100 of requested about customers to return the old one. When the books began to come in he was astonished at their appearance and condition; they were expensive, and had been in use little more than a year; but their (Continued on page 85)

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Subject: Do You Know the Dealer?

Gentlemen:

Who is this "dealer"?

Many say he is the most important link in the chain of marketing.

Today when we hear so much of the "hidden demonstrator," the "P. M.," "cut prices," "free goods" and "substitution" we must realize that the retailer presents a problem which deserves careful thought and deliberation based on actual experience.

Are you going to seek to win his cooperation or will you do as so many manufacturers unconsciously are doing—ignore him?

You can't force him. He is too important a factor. He carries too many strong products, competitive to yours, which he can fall back on. Once in a decade a manufacturer looms up with enough money to plaster the landscape with advertising. The problems of such a rarity are comparatively simple. But what of the rest, who are the average?

The dealer is a queer bird. All of your advertising, all of your sales and merchandising plans must be prepared with respectful consideration of him.

M. P. Gould Company feel that they know the dealer. What is of more importance, many of them know us. For twenty-nine years we have been traveling a sales force (at the present time, twenty-odd men) throughout the United States and Canada advising with the retailers in one line of trade on more efficient ways to increase their business through newer and better methods of local advertising, display of goods and general operation of stores, and we sell them the material and advertising to put these plans in effect.

Such intimate daily contact with a class of retailers handling the greatest number of diversified products cannot help but give us inside knowledge of the ways of all dealers. Such close touch with this final link between the manufacturers and the consumer puts us in an admirable position to help solve the many problems of merchandising and advertising which the average national advertiser must meet.

Very truly yours,

8:20 Gould Company

Member of American Association of Advertising Agencies.

Advertising Agency.

454 Fourth Ave., N. Y.

In 4 Years—

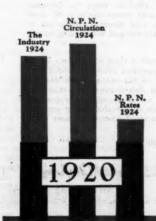
the Oil Industry has more than doubled in size—the circulation of *National Petroleum News* has also more than doubled—

BUT N. P. N. advertising rates have advanced only 25% in spite of this great growth of your market and your audience.

BACK in 1920 this country's Oil Industry produced 442 million barrels of crude oil. Last year—1923—it produced the enormous total of 732 million barrels.

In terms of gasoline this means a growth from less than 5 billion gallons to 8½ billion gallons (estimated) for 1924. It means an increase of all grades and kinds of oil held in storage of 140%.

In terms of a market for advertisers, this growth means twice the amount of well and field equipment, twice the refining capacity, twice the marketing facilities in trucks, pumps, stations, etc., and twice the amount of pumping and pipe line equipment and storage tank capacity.



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In terms of reaching this huge. coast-to-coast market the present circulation of National Petroleum News means the largest paid-in-advance circulation ever offered in the Oil Industry by a single publication. It means that the net paid, individual, mail subscribers - no arrears *has climbed from 5.108 (June 30, 1920) to 12,528 (June 30, News-stand sales (additional) bring the total almost to 13,000, this audience is made up of producers, refiners and marketers.

This big growth in the Oil Industry and the big growth in N. P. N. circulation compelled a rate increase, effective August 1, 1924, of 25%. This increase, however, still leaves N. P. N.'s rate per thousand among the lowest of the leading business papers of the country.

The new advertising rates are effective on both new business and all expiring contracts. (To prevent chance of confusion, please destroy all old cards.)

*Even without deducting from 15 to 25% for subscriptions in arrears on all other oil publications and comparing net paid of N.P. N. to paid plus unpaid of other oil publications, N. P. N. still offers the largest oil circulation.

Under the new rates National Petroleum News will continue its outstanding editorial leadership which has been made possible only by the largest editorial expenditures ever maintained in the Oil Industry. This means the continuance of that high reader-interest which has justified, for many years past, the highest dollar-volume of advertising ever carried by any oil publication.

NATIONAL PETROLEUM NEWS 812 Huron Road CLEVELAND

Mombers: A. B. C. :: A. B. P.

District Offices: TULSA, OKLAHOMA 608 Bank of Commerce Bldg. CHICAGO 360 North Michigan Ave. NEW YORK 342 Madison Avenue HOUSTON, TEXAS 614 West Building







R. E. PRESSLAND & COMPANY

MORNELL, R. Y.

The Household Journal, Satavia, Illinois.

Gentlemen: -

your JULY insersults of our 14-line cut as run in very gratifying, indeed. Ascording JODNAL, have been of our exercise retrieved. Ascording to our records, of our severiseents appearing in July, one of the mail order business, on of the

line "Came You are authorised to run this same la-issue, using, however, a different copy, which you will find enclosed. You already have the cut in your possession.

Trusting we will have the pleasure of with the ROSSEROLD JOURNAL, we remain,

Yours very truly, R.E. PREELAND & COMPASS



All Mail Subscribers \$2.60 An Agate Line



IRA E. SEYMOUR, Adv. Mgr., Batavia, Illinois

Kansas City Office

hinding hacks of thei many o

Aug. 28

It is store and di all of color in the seen e apart handle Una

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to as tions riou are at m bindings were faded and marred, backs were broken, and in most of them the pages were loose with many of them missing.

It is not uncommon to see in store windows expensive cutouts and display cards that have lost all of their original brilliancy of color after a few hours or days in the light. Frequently, too, I've seen expensive booklets that fell anart while they were being

handled by the recipient.

Unquestionably, catalogues that will not stand ordinary usage, cutouts and other materials of the kind that fade, and booklets that come apart easily after they are circulated cannot accomplish the full measure of results for which they were created, and therefore constitute a loss. Usually the advertiser is more concerned with securing the exact colors he wants than in selecting colors known to be fast. He sometimes gives a great deal of attention to the printing surface of a paper intended for a booklet, without giving a thought as to the folding qualities and the resistance of the paper to wire staples or binding thread. A great deal of care and time, and a tremendous amount of money are expended to secure effective catalogue effects: but how many advertisers go to the trouble to assure themselves that the paper, ink, cloth or leather. glue and all other materials will constitute a book that will resist the necessary wear throughout its allotted time?

In solving these problems, any advertiser will find that we have on file a great deal of interesting information that will aid him. Unfortunately we cannot undertake to test and analyze materials, except in cases where the results promise to be important for the Government and the industry; but we recommend that the paper and other principal materials used to produce every large order of printing be tested and analyzed to assure that minimum specifications are fulfilled. There are at least a dozen laboratories in various cities of the country that are fully equipped to do the work at moderate charges.

But before the advertiser can profitably employ the physical and chemical analyst, he must take the necessary measures to order his paper and other materials according to adequate specifications. While much has been accomplished to standardize and simplify the more than \$4,000,000 worth of paper bought each year by the Government Printing Office, I am confident that our range of kinds and grades will meet most of the requirements of practically all of the advertisers in the country. And the specifications of every item we buy, es-tablished on every known and adequate physical test and chemical analysis, are at the disposal of any advertiser who is interested enough to request them.

SOME BENEFITS FROM EXPERIMENTS

Some of our research experiments are conducted to overcome rather unusual conditions. For instance, the quality of book leather has so deteriorated through the use of inferior tanning materials and fillers that the present-day leather is generally not as durable as the better grades of buckram. In fact, because it is so difficult to buy leather tanned according to our specifications, we have practically stopped using sheep and other skins for the binding of important publications. Of necessity, therefore, we have conducted a series of tests and experiments to determine the best and most economical cloths and imitation leathers to use, and I am sure that our findings will be the means of securing better results for many large advertisers.

More strangely, we have recently started a series of experiments with the idea of finding a bug-proof cloth. Insects are responsible for the marring and destruction of much of the advertisers' material, besides the volumes of books in storage houses,

stores and libraries.

In this endeavor we have made some progress; but as yet we cannot report complete success. We have found certain buckrams that are more resistant to bugs than other binding cloths; but we have

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also found that incomplete tests are deceiving. A week or two ago we made a test of a specially treated buckram which withstood the attack of a lot of roaches for 160 hours, and was then badly mutilated by the hungry hoard in less than fifteen hours. While this experiment merely established the fact that the fate of the buckram depends largely on the degree of hunger on the part of the roaches, we are carrying on the tests in the hopes of finding a way to protect buckram without the use of poisons against the attacks of all insects

When we are successful in this, I'm sure the result will be of interest to every advertiser who issues a catalogue or cloth-bound books of any kind, for the ravages of insects cause heavy losses on books in all parts of the country. Several months ago, the White House Office staff was much perturbed over the disfigurement of books on the desk of the President. The secretaries thought that the books had been imperfectly bound and carelessly by handled the Government Printing Office; but an investigation disclosed that the President's office was inhabited by a colony of roaches which held high car-nival with his books when the room was not occupied.

In a brief article such as this, it is, of course, impossible to state all of the ways in which I'm sure the results of our work will benefit advertisers; but I hope that I've mentioned enough to encourage investigation on the part of a great many. I want to repeat that the doors are open, and that we gladly offer all of the infor-mation we have. The work of our laboratories is saving the Government a great deal of money, while it is improving the effectiveness of Government printing, and I am sure that, properly applied, its results will be propor-tionate throughout the field of advertising.

Death of E. C. Airey E. C. Airey, sales manager of William H. Walker & Company, Buffalo, shoe manufacturers, died recently in that city.

Billiard Parlor Gives Credit to Advertising

Advertising

Can advertising increase patroage for a billiard parlor? This question was asked in Printers? Inks sixteen month ago when it reported a campaign the was being conducted by the Hippodrome Billiard Academy, of Buffalo. From the results obtained from their advertising, the owners of the Hippodrome answer this question decidedly in the affirmative. The advertising is still running and they feel that it has brought then a considerable measure of success.

"We have been able to trace direct results through a large number of success." "We have been able to trace direct results through a large number of success, and a member of the firm. "Our business we customers who have come to us," naid a member of the firm. "Our business has shown a steady increase, even at times when the business of other billiard parlors, generally speaking, was

liard parlors, generally speaking, was on a decline."

on a decline."

At the present time copy is being used to stress the fact that billiards is an excellent summer recreation and that in hot weather the Hippodrome Academy is much cooler and more comfortable than it is on the street. This theme ties up with the campaign which the Brusswick-Balke-Collender Company is canducting to promote the playing of billiards in summer.

Duro Pump Company Registers Its Trade-Mark

The Duro Pump & Manufacturing Company, Dayton, Ohio, Duro residence water systems, has made application for registration of its trade-mark which consists of the word "Duro" enclosed within a triangle and circle. No special advertising of the trade-mark is contemplated. The company is continuing its advertising which is also being increased from year to year.

Space is used in seven national ma-azines, most of which are devoted be the home. In addition about filten State and sectional publications are State and sectional publication used and about 200 newspapers.

New Advertising Business Formed at Cincinnati

Klee-Haehnle-McBreen, Incorporated, Klee-Haehnle-McBreen, Incorporated, is the name of a new company that is been formed at Cincinnati to do a general advertising business. Walter Haehnle, of this concern, was formerly assistant advertising manager of the American Laundry Machinery Company, Cincinnati. William Kleeattle and Emmett McBreen previously were associated with the Feicke Printing Company of that city.

C. K. Matson Made Director of Cleveland Foundation

Carlton K. Matson, formerly publicity manager of The Cleveland Trust Company, Cleveland, has been appointed & rector of the Cleveland Foundation, a civic organization. Until recently he has been appointed to the cleveland Foundation, a civic organization. Until recently he has been appointed to the control of the contro been engaged in business for himself as a financial advertising counselor in Cleveland and Grand Rapids, Mich.

to

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When this business was started we simply asked ourselves what kind of service we would like to have in *our* typographer if *we* were the customer. Then we proceeded to render that kind of service



J. M. BUNDSCHO, INC.

Advertising Typographers

58 E. WASHINGTON - 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

Painted Outdoor Advertising Standardized

After Two Years of Study, Painted Outdoor Advertising Association Maps Out a Plan of Simplification and Standardization-Uniform Type of Bulletins, Borders, and Showings Agreed Upon

PAINTED outdoor advertising has followed in the footsteps of number of other divisions of Through the efforts advertising. of the association in that industry. the Painted Outdoor Advertising Association, painted outdoor advertising is to be standardized and

simplified.

This action on the part of the painted outdoor advertising business comes several years after a closely allied field, poster adver-tising, had been standardized and simplified. It should be said, however, that the reason final action has not been taken before now by the painted outdoor interests may be ascribed to the fact that the outdoor industry had been studying its standardization problem for more than two years.

The standardization and simplification plan of this branch of advertising provides for national conformity with reference to the following essential elements:

(1) A standard type of painted bulletin structure - built, placed, illuminated, and maintained according to the standards of the Painted Outdoor Advertising Association.

A standard border for (2)

painted wall bulletins.

(3) Selected set showings, of maximum circulation value, known as Full, Three-quarter, Half and Quarter Showings.

(4) A uniform basis for computing the appropriation, based on population and applicable to any

member city.

Standardized names for various locations used in painted outdoor advertising have also been agreed upon. These names are: "Downtown," "Boulevard," "Neighborhood" and "Suburban."

The Association has also decided

that all bulletins within the limits of a city must receive three paintings per year, and all suburban and wall bulletins must receive at least two paintings per year,

Canada as well as the United States is included in the Association's standardization work.

H. H. Morse to Retire from Department of Commerce

Henry H. Morse is retiring as chief of the Division of Domestic Commerce of the Bureau of Foreign and Domestic Commerce, effective September 1. He will become sales and export manager, with headquarters at Boston, of the Florence Stove Company, Garden Gardner.

Mass.

In this issue of PRINTERS' INK there appears an article by Mr. Morse in which he describes certain aspects of the work of the division of which he has been chief. The title of this article is "Government Analyzing Domestic Markets and Mapping Trade Zones."

The Florence company recently adopted a new sales policy and, under the direction of Mr. Morse, will open a number of sales offices throughout the country for the purpose of building up

number of sales offices throughout be country for the purpose of building up a wider distribution.

From 1905 to 1922 Mr. Morse was sales and export manager of the Regal Shoe Company. In the latter year he was appointed chief of the specialise division of the Bureau of Foreign and Domestic Commerce, becoming chief of the Domestic Commerce Division in March, 1924. He was at one time servetary, and later chairman of the Boston Export Round Table, an association of New England business executives.

A. Heath Onthank will succeed Mr. Morse as chief of the Division of Demestic Commerce. For the last sight years he has specialized in commercial investigations and merchandising. He formerly was with The National Shawmut Bank, of Boston, where he was engaged in assisting clients of the hand in solving their merchandising and distribution problems. More recently ke has been with The National City Company, of San Francisco, where he was engaged in the same kind of work as manager of the hank's acceptance department. partment.

H. I. Shaw with "The Rotarian"

Howard I. Shaw has been appointed advertising representative d special advertising representative are the Rotarian, Chicago. He will ever Mid-West territory. Mr. Shaw was formerly with Lorenzen & Thompson, Inc., publishers' representative.

Appoints Montreal Representative

William J. Crowley, Montreal, as been appointed Montreal advertising representative of the Beauceville, Que, L'Eclaireur.





Check the one Sell! You Make or Sell! Washing Machines

Washing Machines				
Radio Sets Complete				
Kitchen Ware				
Toys and Wheel Goods				
Rugs and Floor Coverings				

W HAT do you actually know about the markets for your goods? Not the retail outlets you've been selling year in and year out, but the possibilities for increasing your sales in a new direction.

Result—greater production. Better quality at a lower price is then possible because of lower operating expense. Watch sales in present outlets spurt ahead when that happens.

Above are listed five products whose big opportunity is NOW, in the furniture store. Check the one you make or sell. Return the upper part of this advertisement to us with your name on the margin. We'll tell you frankly what is being done and what can be done to stimulate buying in the furniture field.

The Grand Rapids FURNITURE RECORD

GRAND RAPIDS, MICHIGAN

A. B. C. Audited Circulation.

Members the A. B. P., Inc.



OUTDOOR DISPLA THIRD ST. & GRANI The City of Dive

CHICAGO HARRISON, LOOMIS



Branches in

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THE CORNER OF MILWAUKEE, WIS. d Industry



cipal Cities

NEW YORK



Work Demanding

A Quarter Century of Service

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OIL, PAINT AND DRUG REPORTER THE PAINTERS MAGAZINE THE DRUGGISTS CIRCULAR

"THE first of our publications, The Druggists Circular, was established sixty-eight years ago and our youngest is over fifty years old. I can pay no higher tribute to your organization than to say that we have been with you for over twenty-five years and hope to continue for twenty-five years more."

HARRY J. SCHNELL, Vice-President

THE most modern presses and an organization that is ever on its toes, are essential to the proper printing of these publications. Oil, Paint and Drug Reporter goes to press on Saturday and is in the mails by midnight.



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ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET, NEW YORK CITY

Printers Since Eighteen Seventy Six

Telephone FRANKLIN 4520



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant







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Injecting Speed into Copy

A Dozen Recipes for Making Advertising Read Quickly

By Richard Surrey

POSTERITY is likely to put us down as slow-pokes, simply because so much of our advertising is long-winded. I say "long-winded" advisedly, because there are many qualities of writing other than mere length that slow up the reading of copy. I have seen long advertisements that could be read very quickly. And I have seen short advertisements that demanded such an expenditure of attention and concentration that it is doubtful whether they ever were read at all.

You may recall the anecdote about the poet who visited the

"What's the matter with poem?" wailed the versifier. it too long?"

"Yes," hissed the editor, "it's too long, and too wide, and too

We have all seen copy of similar "dimensions." We have all seen copy in which the message was completely obscured by the thickness of the verbiage. We have all seen copy rendered utterly flat by the elephantine "width" of stretched and inflated terms.

Indeed, there is so much of it that the temptation to jot down a few antidotes to this style of writobvious and elementary though some of them may be, is hard to resist. The reiteration of these simple principles, together with some comment on their application, may serve to remind the forgetful of their existence.

1. Use short words.
2. Use short sentences. 3. Use short paragraphs. 4. Use plenty of conjunctions.

5. Avoid falling rhythms. 6. Use rhythms that suspend the interest from clause to clause and from paragraph to paragraph.

7. Avoid marks that break continuity, such as quotation marks, brackets. dashes, exclamation marks, etc.

8. Turn adjectives into noun

phrases or make them part of the verb wherever possible.

9. Employ metaphors as short-

cuts, not for ornament.

10. Use words that are close to their roots and not thinly inflated into ambiguous and unspecific meanings.

style 11. Use colloquial the when practicable, remembering that the dialogue passages in a novel are rarely skipped.

12. Remember that too frequent emphasis is equivalent to no em-

phasis at all.

When I had jotted down these aids to easy reading I began to search for some advertisements that would illustrate a few or perhaps all of these rules in practice. The quest was disappointing. wanted to find a model piece of writing; simple, forcible, convincing, and constructed in such a way as to carry the reader's interest quickly through to the last word.

I didn't find it.

Perhaps I set the ideal too high. Finally, I thought: "What piece of writing that has made a deep impression on me was the most quickly absorbed?"

Immediately, it came to me. The parable of the Prodigal Son.

Eagerly I turned it up, read it rapidly through, and found that it exemplified every one of the twelve principles set down above.

I am not going to quote all of it, but just the kernel of the story contained in these eleven paragraphs:

And when he had spent all, there arose a mighty famine in that land; and he began to be in want.

And he went and joined himself to a citizen of that country; and he sent him into his fields to feed swine.

And he would fain have filled his belly with the husks that the swine did eat: and no man gave unto him.

And when he came to himself, he said, How many hired servants of my father's have bread enough and to spare, and I perish with hunger!

I will arise and go to my father, and will say unto him, Father I have

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sinned against heaven, and before thee.

And am no more worthy to be called thy son: make me as one of thy hired servants.

And he arose, and came to his father. But when he was yet a great way off, his father saw him, and had compassion, and ran, and fell on his neck, and kissed him.

And the son said unto him, Father, I have sinned against heaven, and in thy sight, and am no more worthy to be called thy son.

called thy son.

But the father said to his servants, Bring forth the best robe, and put it on him; and put a ring on his hand, and shoes on his feet:

And bring hither the fatted calf, and kill it; and let us eat and be merry.

And bring inther the tatted cart, and kill it; and let us eat and be merry. For this my son was dead, and is alive again; he was lost, and is found. And they began to be merry.

There are plenty of obvious reasons that explain why this passage can be so quickly read. Out of a total of 257 words, 214 are of one syllable; forty-one are of two syllables; and only two, both deeply charged with meaning, of three syllables. There are no quotes, no dashes, no brackets. The sentences are short. The paragraphs are short, averaging only twenty-three words.

In brief, there are no obstructions either for the eye or the mind.

Less obvious, but more important, are the rhythm, the use of conjunctions, and the inobtrusive disposition of the adjectives.

Let us first examine the employment of adjectives. Only six could be removed without completely ruining the sense. Reference is made to a mighty famine, hired servants (twice), a great way off, the best robe, the fatted calf.

Notice, now, how the remaining adjectives are used. Almost all of them are predicate adjectives:

> my son was dead he was lost they began to be merry

They neither ornament, nor becloud, nor slow up the absorption of the meaning. They are an integral part of the meaning. They are, in a word, indispensable.

Consider next the adjectives that might have gone into this composition, had it been written in our day; but which have been expunged by the use of noun phrases.

This is the story of a hungry man, and yet the adjective hungry is never used. The word hunger is used but once. The writer gets his effect by such phrases as:

> he began to be in want no man gave unto him

And, instead of saying that the hired servants of his father are well-fed and prosperous, the wayward son says that they "have bread enough and to spare."

Where another would have cried out that he had sinned sorely or irrevocably, the prodigal's lamentation to his father is that he has "sinned against heaven and before thee."

The obliteration of superfluous adjectives is frequently urged upon copy writers, and some, in their attempts to observe the admonition, achieve a style that is jerky and barren, two qualities which defeat the end aimed at namely, quick reading.

namely, quick reading.
Only the study of masterpieces of simple construction will enable a writer to disguise and dispose of his adjectives so that their effect will be felt without their presence being intruded into the reader's consciousness. To denude one's sentences of adjectives without discovering some other of compensating rhythm, is to produce a chopped that delights composition neither the eye nor the inner ear of the reader.

The secret of writing that can quickly be read is that it must

A flow implies a rhythm, a rhythm implies a beat, a beat implies music, and music, according to the scientists, is the deeprooted, aboriginal language to which the first ears in the universe were attuned. Birds sang before men spoke. And it is still the sing-song phrase that most quickly attracts and is least soon forgotten.

Copy must flow! And the prime aid in the achievement of fluid

copy is the conjunction.

I wonder how many copy men study conjunctions and conjunctive phrases. In this quoted portion of the Prodigal Son there



Which Door-bell Does Your Salesman Push the Hardest?

A good plan—now and then—to check advertising emphasis with sales emphasis. Where do your salesmen call most frequently? Where do they concentrate for really substantial sales?

Of every 10 manufacturing plants, one plant stands out boldly on your salesman's route list. For the total of 250,000 plants, only 25,000 have big buying-power—yet this small group employs 72% of all workers and produces 82% of the total production value.

Advertising should focus where salesmen concentrate. And FACTORY, edited to interest buying-power plants and drawing its 26,000 circulation from them, has a claim upon every schedule which aims at the general manufacturing field.

FACTORY

THE MAGAZINE OF MANAGEMENT CHICAGO

BOSTON · NEW YORK

PHILADELPHIA

ONE OF THE SHAW PUBLICATIONS

Aug. .

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are, thirty-five conjunctions: an average of more than three to a paragraph. True, they are not very varied; but they point the way. The studious-minded copy man can easily acquire a vocabulary of conjunctions for himself.

Conjunctions alone, of course, will not make fluid copy. If the joined phrases themselves lack rhythm or possess a rhythm that deeply descends at the close, too great a strain is thrown on the links or conjunctions, and often they are not powerful enough to drag up again the dropped cable of continuity.

Falling rhythms, then, are to But, unfortunately be avoided: for the advertising man, many, if not most, of the great masters of English prose have been greatly enamoured of the rhythm of descent, and their example has been widely followed. Almost anyone who has studied writing in English tends to develop a descending close, with a full, broad monosyllable at the end. It is characterlable at the end. It is characteristic of the most beautiful prose in English.

Witness this paragraph from De Quincey:

Hers is the meekness that belongs to the hopeless. Murmur she may, but it is in her sleep. Whisper she may, but it is to herself in the twilight. Mutter she does at times, but it is in solitary places that are desolate as she is desolate, in ruined cities, and when the sun has

The slow arch of the drooping rhythm, coming finally to "rest" in the final word, can be felt through this passage. It is common, almost too common, in De Quincey's work; and nowhere more marked than in the famous long passage from the Opium Eater which closes with "everlast-

ing farewells." Only once in the Prodigal Son does such a rhythm appear; in the phrase: "I have sinned against heaven, and in thy sight, and am no more worthy to be called thy son. Nowhere else do the paragraphs droop. And conjunction "but" And even here the immediately lifts and suspends the interest, broken for a moment by the finality of the rhythm.

The advertising writer must constantly remind himself that he is not writing literature. On him. even more than on the novelist. devolves the necessity of creating and maintaining suspense. And, unlike the novelist, he can rarely use incidents exciting in themselves to entice the reader's in-terest further. He must create suspense by the methods with which he presents his message, and by rhythms which cause the reader's attention to flow on uninterruptedly.

The best example of suspensive rhythm that I have come across in recent advertising is contained in the following:

You can play golf in a suit of oreralls if you like, but it's better to be dressed for the game. It's just the way you feel about yourself—and that's the way you feel about the Jordan. Physical comfort is its dominant mechanical characteristic.

Mental comfort of Jordan owners is the secret of Jordan success. You can't afford to feel cheap— You can't endure conspicuous noises— You simply can't look like everybody

You are only going to live about ninety years—why not feel like somebody?

Anyone with an ear for rhythm can feel the "beat" in this. And even those who know nothing about amphibrachs and trochees find themselves reading through to the end. It has a swing and a lift that is unmis-takable. Remove the "dominant mechanical characteristic" phrase and you have a piece of advertising writing that is far enough ahead of the majority of current stuff to set the pace-an appropriately rhythmed pace, too-for the copy writers of a good many years to come.

I had not intended to say 80 much about rhythm, but there is no escaping the importance of it when one sets out to discuss qualities that make for quick reading.

A final word or two must be devoted to metaphor and emphasis. The avoidance of marks that break continuity needs scarcely more than the mention already In a recent soap advergiven. tisement I counted seven dashes and as many exclamation marks,



For nearly seventy years Hardware Age has been helping hardware men to "sell more hardware and to make more profit." Its market reports are an authoritative buying guide, its merchandising articles are practical sales pointers, its advertising pages a "Who's Who" of hardware manufacturers.

Hardware Age is more than just a hardware publication.

It is a hardware institution that has grown up with the hardware business and become a part of it. As Mr. Ireland, past president of the National Retail Hardware Association, said at a Convention of hardware dealers held last June: "To those of us who have spent our lives in the hardware business Hardware Age has become almost our Bible. It is necessary to our business—"

It is this unusually close human contact with the real men in the hardware trade that gives Hardware Age its exceptionally high advertising influence and value.

HARDWARE

AGE

239 West 39 th Street

New York City

MEMBER A.B.C. and A.B.P.



Your most appreciative audience

Advertise in "Child Life" to reach your most appreciative audience at the most favorable time.

With its unique editorial policy, its features, its games, its delightful stories, "Child Life" draws the whole family together. It is then when the parents' minds are most attune to their children's needs, that your message is presented to them. It is then that suggestions that promise to increase the welfare and comfort of the little ones are welcome.

And remember that the homes where "Child Life" is received are spending homes, and homes that can afford the best. Put your advertisement in "Child Life," where its success is assured. Seventy-six national advertisers,



the best. Put your advertisement in "Child Life," where its success is assured. Seventy-six national advertisers, twenty-seven book publishers, fifty-nine toy manufacturers are using its pages to their advantage. Only a medium of proved pulling-power can hold this type of advertising. Write for rates and a copy to look over.

RAND MENALLY & COMPANY
Publishers

536 S. Clark Street Chicago

CHILD LIFE
The Children's Own Magazine

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all of which, mingled with a lot of swash letters (even lower-case letters), reduced its reading speed to a snail's pace. But this, after all, is more a matter of typog-

raphy. The use of metaphors as shortcuts to meaning, instead of as ornaments, is a subject that deserves separate treatment. Metaphor can arise, and often does arise, from the struggle of a conscientious writer for precision. Shakespeare, searching for an exact means of describing the ignominious end of a monarch's vain dream of empire, used a simile that takes a short cut to a truth that might in lesser hands have sounded platitudinous. He wrote:

Glory is like a circle in the water Which never ceaseth to enlarge itself, Till, by broad spreading, it disperse to nought.

Finally, as to the slowing up of reading by the too frequent use of capitals, italics, quotation marks, exclamation marks, superlatives, and the like, for the sake of emphasis, it is perhaps only necessary to quote a few words from Samuel Butler:

"When first starting on an Atlantic steamer, our rest is hindered by the screw; after a short time, it is hindered if the screw stops. A uniform impression is practically no impression."

Advertising Used to Spike Ku Klux Klan Rumor

Publicity has been given to a list of alleged Ku Klux Klan members by the Buffalo police department. Included in this list were the names of several Buffalo business men who deny any connection with the organization.

To correct any false impression which might have been created in the public mind by this publicity, these business men immediately enlisted the aid of paid advertising. Their newspaper copy included a denial of membership and an offer of an award for the apprehension and conviction of those who originated and circulated the rumor.

Appoints T. D. Carman

Travers D. Carman, of Carman-in-New England, publishers' representative, Boston, has been appointed New England manager of the Brewster Publications, Inc., Brooklyn, N. Y., which includes Motion Picture Magazine, Classic and Beessty.

New Sun-Maid Package for Rural Market

A new Sun-Maid raisin package is being placed on the market for the rural and small-town trade where housewives are accustomed to buy in larger quantities than in cities. The new package is offered to the trade under the name, "Market Day Special." It contains four pounds of Thompson seedless raisins packed in a strong paper bag. While low priced, a good margin of dealer profit is expected to make the new item a success.

a success.

Starting in October, color and full pages will be used in several national magazines directed to women in small towns to advertise the "Market Day Special." This campaign will continue through the spring of 1925.

F. S. Farnum Buys Control of Churchill & Alden

Frank S. Farnum, president of the Churchill & Alden Company, Broekton, Mass., has purchased the interests of Stephen P. Alden in that business and thereby obtained control. Mr. Farnum is president of the reorganized company. William H. Emerson is vice-president and Harry Fleming, secretary. The company is the manufacturer of the Ralston and Trupedic advertised brands of shoes.

Viko Display Stand to Be Nationally Advertised

A new display stand for dealer use in displaying Viko aluminum utensils will be shown in the September and October advertising of this product in eight national magazines, the trade is informed in current business-paper advertising by the Aluminum Goods Manufacturing Company, Manitowoc, Wis. The company also advertises that its display-stand selling plan has been "O. K'd by 4,965 Viko dealers."

Has Ajax Motors Company Account

The Ajax Motors Company has placed its advertising account with The Green, Fulton, Cunningham Company, Chicago, advertising agency. The Ajax company is a recently organized subsidiary of The Nash Motors Company, Kenosha, Wis., operating from the former factory of the Mitchell Motors Company, Racine, Wis., which was purchased by the Nash interests last January.

Has Whistle Deep-Rock Account

The Whistle Deep-Rock Corporation, New York, is placing a new ginger ale on the market under the name, Deep Rock Dry-Sweet. The advertising for this product is being directed by the Harry C. Michaels Company, New York, advertising agency. Newspapers are being used.

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How Failure to Pack Properly Lost a Cigarette Market

THE cigarette market situation in India may doubtless be paralleled in the case of a score of other products. Failure on the part of American manufacturers to pack their product in a manner suitable for a tropical climate and in accordance with the wishes of the trade of the country is the primary reason for a poor showing in this market, according to the United States Department of

Commerce.

The present status of the market is indicated by the Department's figures on imports for the Port of Bombay. For the fiscal year ended March 31, 1924, of cigarette imports valued at \$1,276,-560. Great Britain furnished \$1,196,158, and the United States \$29,704. Since practically all of the tobacco used in the manufacture of the English cigarettes is produced in the United States, it is reasonable to suppose that American manufacturers could compete successfully. Most of these English-made cigarettes are known to the trade as "Virginia cigarettes." A small quantity made of Turkish tobacco is also imported.

During and immediately following the war, the Department of Commerce points out, American cigarettes were smoked in the Bombay district because of the scarcity of English cigarettes. When the latter became abundant, the American product practically disappeared from the market. The reason for this abandonment, it is declared, was not because of superior quality of the English make or its cheapness in price, but almost entirely due to the failure on the part of American manufacturers to pack their product with consideration for either the tropical climate or wishes of the

trade.

The British manufacturer usually packs his cigarettes in tins of 50 and 100, sealed in a vacuum and provided with a contrivance

for easy opening. The American product, while packed in tins, is not sealed, and dealers claim that the quality quickly deteriorates, Advertising has played an important part in the recovery of this trade by the British manufacturers. Cigarettes are probably advertised to a larger extent than any other article on the Indian market.

It is believed that a good business could be developed by any American manufacturer willing to compete in quality and price with the cigarettes now being sold, American manufacturers never figured largely in the pipetobacco trade because, likewise, they have never met the packing requirements of the country. Undoubtedly these requirements are not limited to India. Observance of them might be turned into a sales asset in all tropical markets. not only for cigarettes but for all products affected by the climate of those countries.

Why Not?

NEW YORK, Aug. 21, 1924.

Editor of PRINTERS INE:
Are the manufacturers of apparel
ashamed to put their names and addresses on boxes and labels? I cannot
find who makes this, that, or the other

thing. In hotels and trains I always insert my bill fold in the pocket of my pajamas coat. Never do I find a pocket sufficiently large enough to hold the fold, to say nothing of the handkerchief in

I cannot ever write to a manufacturer to give him the idea. The clerk and buyers know the brand—so do I. The clerk knows only the jobber—there you are. Why not have the manufacturer sign his advertisement, and place his name on boxes and garments?

Death of Walter J. Lee

Walter J. Lee, for the last twenty years publisher of the Westfield, N. J. Leader, died on August 20 while visiting in the White Mountains. Mr Lee was at one time advertising manager of the former New York Mail & Express, subsequently becoming a general advertising. tising agent.

Joins Correct Printing Co.

S. Velma Pugsley, formerly in advertising agency work at New York, has been appointed art director of the Correct Printing Company, Inc., of that city.

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all

We wish our work to be particularly well regarded by two men in every organization we serve—the Sales Manager and the Treasurer.

McJunkin Advertising Company

Dominant Idea Advertising Outdoor · Newspaper · Magazine 5 South Wabash Avenue, Chicago

Why the Dealer Now Discriminates in Selecting Free Electrotypes

The Bissell Carpet and New Departure Plans Suggest Ways to Bring This Dealer Service to Life

By W. H. Heath

HE Bissell Carpet Sweeper Company has made an interesting experiment on dealer electros that bears out the contention of many who have recently insisted that a complete change had come over the average merchant, in his consideration of advertising material supplied him, either free or at very nominal cost, for use in his local adver-

It is a well-known fact that the dealer has grown indifferent to even gratis material, elaborate though it may be and prepared, at great expense, by experienced hands. Ten years ago, almost any sort of service sheet would be hungrily accepted by the progressive merchant. In one year, one advertiser's records showed that he had shipped 11,000 electroall over types the country. A special department was necessary for handling this important feature.

Moreover, in those days, the advertiser could monopolize space with his own product and its story, with a rather stingy space left for the dealer's signa-ture. In small communities, merchants were handicapped in the matter of illustrated displays, because there were no convenient facilities for producing such work. Copy and art, of a high grade, were not available, and, even if they were, the merchant could not afford this luxury, save in rare in-

stances.

The situation, however, has been complicated to a considerable extent by the volume of elecnow distributed. tro material There is apparently no end of it. Any average merchant will receive from fifty to 250 individual dealer cut services on as many Everybody's different products.

doing it. There is an embarrass-ment of riches, as it were.

For this reason, the merchant has become cautious, exacting, and discriminating. It would be obviously impossible for him to use even half of this service. In a single cut book or sheet, there maybe from ten to thirty advertisements.

What, therefore, is the advertiser's solution? How is he to be assured of a reasonable accept-

ance of electros?

It was admitted to the writer by a national advertiser that, last year, less than 10 per cent of the very complete dealer cut service provided by the company, was actually used by dealers.

The disappointment was great because this department had been handled conscientiously. Illustra-tions had been designed for this feature exclusively, by an artist whose signature meant something. A form letter was sent out, wherein the concern very frankly admitted surprise and disappointment over the cold reception accorded its dealer service. Would Mr. Dealer please state just why he had not made use of the advertising material that had been sent him?

And no more than 40 per cent took the trouble to reply. A characteristic letter, selected at ran-

dom, is an echo of all:

You perhaps have no idea how much of this same sort of material is sent to us. The writer has on his desk at least thirty portfolios of dealer servic cuts, and the majority of them are excellent.

In this store, we handle over 1,000 articles and it must be evident to you that we can't feature the proportion of them which are represented by free electros. At best, we advertise, say three times a week, as seldom larger than three-column, tenich space. And we can't devote the entire space or even any considerable

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Consider this new "P. A."

For her mental attitude toward her job of homemaking largely determines what proportion of the family income she will spend on foods, labor-saving devices, house furnishings and equipment.

She who "loathes housekeeping" can manage to spend surprisingly little on these things. Also, she would vote Modern Priscilla a bore-

But thousands of brides—the cream of tomorrow's market - are studying every page of Modern Priscilla with absorbing interest; eagerly following each lesson given Priscilla's "adopted bride".

To them—as to more than 600,000 brides of other years-Modern Priscilla is a household manual in twelve parts, and their reliance upon it-their constant use of it as a reference book-makes Modern Priscilla your best medium for reaching these Purchasing Agents of the Home.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

RADIC in New York

The Radio Magazine of The New York Herald Tribune has the largest circulation of any tabloid Radio Magazine published by any New York newspaper, daily or Sunday.

The New York Herald Tribune Aug.

Thi not but t even the c which profit tros

buildi Sur or he mitter which featu clusion store.

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proportion of it, to your product—or any one product, of the average run. This does not mean that we would not occasionally feature your goods, but the nature of the electron makes even this prohibitive. Sometimes, in even this prohibitive. even this prohibitive. Sometimes, in the case of a large article and one on which there is a generous margin of profit, we very properly reproduce elec-tros exactly as they are sent us by the manufacturer, but you would be surprised to see to what extent they study

out with the cheerful willingness to advertise the dealer's entire store, while he is advertising the

one specific product.

My report starts with reference to a plan adopted by The Bissell Carpet Sweeper Company, one of the oldest institutions of its kind in the country, by the way. The Bissell idea is to tempt

the dealer with two kinds of illustrated electrotypes, both of which are no more than 30 per cent Bissell at any time. The sweeper is incidental, but is always somewhere shown.

In the first type of advertisement, twoand three-column mortised displays are so arranged that the suggested text can be used, as is, or elimi-nated entirely. But even the proffered text does not talk Bissell. Here are examples:

"A dining-room suite whose finely finished, well-made and splendid-looking pieces will give you many years of prideful satisfaction when friends troop in to the 'Dinner Is Ready' call. Let us show you this suite now. Its low cost will surprise you."

The illustration pic-

tures a most attractive dining-room artistically appointed, featuring an entire set of furniture. As a very minor ele-ment, the Bissell Sweeper is shown, inconspicuously placed. "Best for picking up crumbs" is lettered near it—and there the advertising of the product stops!

Merchants-a furniture dealer, for example-who might carry Bissell Sweepers as an incidental line-would rarely ever pay good money to exploit them, but they would use the electro of the attractive dining-room scene.

Another instance: A display illustration suggested the rug and



"How's This for Speed!"

ICK an' me have the gang all trimmed for burn-ing up the boulevard."
What better fun in all the world for a boy than a bike and a dog—trusty chums for a happy out in God's fresh, clean air.

run out in God's fresh, clean air.

Uphill and down at any speed, with perfect safety, because of still another chum, your. New Departure coaster brake—the faithful little device in the rear wheal which gives you perfect control every minute. It halves your work and doubles your fun.

All our bisycles are equipped with the New Departure. Come in and see our latest models, at prices that are circle.

Your Name Cycle Store

RICYCLE SHOPS LIKE THIS ELECTRO ON COASTER BRAKES BECAUSE IT SELLS THE JOY OF CYCLING

small-town market and needs in building these advertisements.

Summing up—if it is of any interest or help for you to know—we are ador help for you to know—we are admittedly partial to the type of electrowhich generalizes and which does not feature a certain product to the exclusion of the other articles in the store."

In this final paragraph is the crux of the present situation. The more successful dealer electros are a shrewd blend of the manufacturer's own product and of other elements. The scheme is as obvious as it is inevitable, at a period when competition in this field is so keen. The advertiser starts

carpet department of a store, elaborately drawn. Text and picture were really electros for these articles. The appearance of the sweeper was purposely made modest, although the illustrative connection between the two was, of course, at once apparent.

There are over fifty separate illustrated advertisements tained in the Bissell broadside of electros, and 90 per cent of them, covering a wide range of subjects, constitute good material for the lines which are more significant to any dealer, than a carpet sweeper. Many are seasonal. There are "Spring Housecleaning" features, gardening cuts, and lettered headings to top advertisements of any width or depth. At first glance, in the larger proportion of these, it is necessary to take a second look to find the reproduction of the sweeper. It is always in evidence, howeversomewhere.

Point number two is not always recognized by those who prepare dealer electros, although of the greatest possible importance: At least half of the illustrations are of the detached variety—mere colorful "spots," of many sizes, which can be fitted in anywhere by the dealer as a single unit of the display which is made up of several or more announcements. They are free of borders, confining lines of any kind, and of text. A general housefurnishing store, receiving this service sheet, would find, in the assortment of illustrations, very attractive reproductions of practically everything of any consequence sold in that store.

The temptation, in making up an advertisement, therefore, is to pick out an illustration which is appropriate to an occasion, a special sale, a seasonal drive. If it is kitchenware, then there will be a well-drawn composite fitting this department and the fact that a small outline picture of a Bissell sweeper is included, does not in any way prejudice the store against its use.

In this homely but utilitarian example, as expressed in the Bis-

sell electro service, lies, unquestionably, the solution of a problem which has annoyed many advertisers who would take advantage of the admittedly important field by supplying free advertising material for dealer use. It is based on an unselfish policy throughout. Some advertisers are powerful enough to force an issue and compel the use of everything they may send, but such instances are few and far between.

And the idea is one which may be applied to a wide range of products in as many different merchandising directions. A typical instance of this is the electro service provided for bicycle stores by The New Departure Company. The product is Coaster Brakes. Your average bicycle shop proprietor is not inclined to use newspaper space to any great extent to talk about a single feature of a bike.

But he will use, is eager to use, and doesn't always have handy, advertisements, illustrated, that will sell bicycles and the joy and profit of owning a bike. Every year, conscious of this, the New Departure Manufacturing Company issues a really handsome book of "New Departure Dealer Electros."

OPTIONAL USE OF TEXT

Dozens of imaginative pictures are reproduced in this book, accompanied by text, the use of which is optional. The mortises are so simple and uninvolved, that the dealer can cut the text out easily enough and have his own say, although the chances of his doing it are slim because the reading matter is ingeniously planned to suit his business and is professionally beyond his own It is specifically local resources. stated that each advertisement may be secured in three sizesone, two and three columns.

But select any one of the displays from the last book issued, and if you did not read the tent carefully, you would never suspect that these advertisements were for coaster brakes. There are no illustrations of the mechanical 924

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$$10^{.00}_{for}6.95

N the printing business, as in other forms of trade, \$6.95 seldom buys more than \$7.00 worth of value. When \$10.00 worth is offered for \$7.00, one of two things must be true.

1—The seller doesn't know the value of his product—an unusual condition and an indication of weakness—or

2—The quality of the work has been so slighted that it is high priced at \$7.00.

When you buy National Process Company Giant Ads, Giant Letters or Repro-Prints, the price you pay is the actual cost of economical production as told by a carefully planned cost system, plus a profit which is just about the same as you extract from your own business—a fair business profit.

We do not offer \$10.00 worth of printing for \$7.00—but you can bank on a good \$7.00 worth of service when \$7.00 is the amount of your bill.

NATIONAL PROCESS COMPANY, Inc.

218 West 40th St., New York

Phone, Pennsylvania 4600

Representation in

Boston

Philadelphia

Pittsburgh

Cleveland

GIANT ADS

Aug. 2

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device, nor does any display letter mention it. They are, pictorially speaking, just breezy, happy-go-lucky illustrations of bicycle rid-ing. Here is an inviting scene of two boys racing up to a small river

on their bikes, with the text:
"First to the Ol' Swimmin'
Hole! The boys with the bikes are always the first 'in the swim.' No real boy wants to be out of it'-without a bike of his own. Tell Dad you want one too. Bring him here and have him help you pick your wheels.'

And, at the very bottom, incon-spicuously placed, is a line which mentions that a bike equipped with coaster brakes is a better

bicvcle. It is conceivable that during the season, a bicycle dealer might well use the entire series, for each has a different selling message, and there is an interesting variety of pictorial themes. If New Departure produced a dozen advertisements, playing up the coaster brake, and if all the text and all of the display lines talked nothing else, the proportion of these electros used would be painfully small.

In every case where the advertiser has turned from his old method, his perhaps occasionally me-and-mine method, and a method which he admits has been disappointing, and tried the basic principles outlined above, he has brought his electro service to life. Seldom has it ever failed-or if it did, there was a fundamental weakness which ignored some part of the Bissell or the New Departure policy.

Appoints David J. Randall & Company

David J. Randall & Company, publishers' representatives, New York, have been appointed national advertising representatives of the Pocatello, Idaho,

Heads Montreal Publicity Club

D. L. Weston was installed as president of the Montreal Publicity Association at a meeting on August 20. He succeeds H. S. Van Scoyoc.

Oil Companies Cited by Federal Trade Commission

Federal Trade Commission

The Standard Oil Company of Kentucky, the Gulf Refining Company and the Texas Company are named in a cease and desist order which has been issued by the Federal Trade Commission in connection with the sale of gasoline to retailers in Tampa, Fla. The commission found that the Tampa Retail Gasoline Dealers Association, which also is named in the order, was supported by the three oil companies. The association undertook to organize all retail gasoline dealers in Tampa into an association for the purpose of having such dealers agree to sell gasoline on a four cent per gallon margin of profit. Dealers who were not willing to retail gasoline at the prices angested by the respondents, according to the commission, were informed that unless the price so fixed was adhered to, such dealers would be unable to buy gasoline from the Standard Oil Company of Kentucky, the Gulf Refining Company or the Texas Company. The findings state that the three oil companies aided the committee in the organization of the association by refusing to sell gasoline to retail dealers who did not conform to the fourcent margin or by not refusing to sell such dealers, but by rendering insufficient service. In its order the commission outlined

cient service.

In its order the commission outlined in detail the unfair methods of competition which the respondents were to

Joseph C. Bowman to Form Own Business at Cleveland

Joseph C. Bowman has resigned as advertising manager of The Packard Electric Company, Warren, Ohio, manifacturer of transformers and automotive cables. On September 1 he will start an industrial advertising agency business of his own at Cleveland. Mr. Bowman, who has been active in industrial advertising for a number of vertical discounters. trial advertising for a number of years, will continue to direct the advertising of the Packard company.

Gerald Julian to Represent Fawcett Publications

Gerald Julian has been appointed Eastern advertising manager of the Fawcett Publications, Robbinsdale, Minn., publisher of True Confessions and Triple X. He will have charge of all territory East of Buffalo and Pittburgh, Mr. Julian was formerly will The Conde Nast Publications, Inc., New York, and the Red Book Magarise, Chicago. Chicago.

Empire Kind Furnaces in Canadian Campaign

The Empire Stove & Furnace O.
Ltd., Owen Sound, Ont., will feature
its Empire Kind furnaces in a campaign commencing abortly. This safetising will be directed by the Federal
Advertising Agency Ltd., London, Ont.

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Over 94% Radio Digest Readers Own or Drive Automobiles



132,415

April 26, 1924, Issue. Publisher's Statement A. B. C.

"FACTS, NOT FANCIES, ABOUT RADIO"

A recent survey of the subscribers and newsstand buyers of Radio Digest on our issue of April 26, 1924, shows 94%, of our readers own or drive automobiles. Much other interesting and instructive data is also available. Write us for "Facts, Not Fancies, About Radio." Know why advertising pays in Radio Digest with the

Lowest Agate Line Rate of All Radio Publications

For Present Low-Cost Advertising Rates, Write

510 N. Dearborn St. CHICAGO 611-12 Times Bldg. NEW YORK

Fastest Drowing Radio Magazine

Aug

Printers Ink

Monthly

Advertising as a Tonic for the World

By the Right Hon. Winston Churchill

Chain Store Growth Brings New Chances to Sell

By G. A. Nichols

The Credit Man's Opportunities—More Work and Less Polities
Where Is the Wallop of Yesteryear?

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What Copy Should a Package Corry?—Managing a Materized Sales Force





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Printers' Ink Monthly

September, 1924

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Published Monthly by ROMER PUBLISHING COMPANY, INC.

Joint autoro Robits, Perioderi, Richas W. Lawsing, Pict-Perioderi, Darm Maccu, Secretary and Treasmon Offices, 183 Mollon Avenue, New York City, N. Y. Telphone, Ashiband 4500. Catalogic Prior and Company of the Company of the Company of the Company of the Company Systems True Bids, A. D. McKlauer, Mar. Say, P. Section, Company of the Company of the Company of M. Tanty, Mar. Issued Sect of certay month, Conference and Company of the Compa

Advertisers— Hire a Hall First!

ALMOST invariably when a show is produced, it is "tried on the dogs" before the expensive process of placing it on Broadway is dared. "The dogs" are such towns as New Haven, Allentown, Providence, Springfield, etc. The measure of their approval is the measure of success expected in the big cities.

The national or prospective national advertiser must also have a means of trying out his product at a nominal cost, and this is where Gary ideally fits in.

Gary, Indiana, offers a typical cross-section of American class and mass. Just near enough to Chicago to have big city ways and ideas. Just far enough away so that the people buy at, and support, their own high class retail stores. Just big enough to be a worth while, typical market, and just small enough to offer an economical means for a test campaign.

That's Gary! A city of 75,000 people with an evening paper of over 14,000 circulation.

GARY POST-TRIBUNE

Gary, Indiana Member of A. B. C.

Western Offices Knill-Burke, Inc. 122 South Michigan Ave., Chicago Eastern Offices Knill-Burke, Inc. Brokaw Bldg., N. Y. Edite Or out a Wood taken has Presi My a rep ing o of a ex-Pr

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deluge

The Use of Presidents' Portraits for Advertising

No Law against It, But Better Not Do It

WILSON ADVERTISING AGENCY NASHVILLE, TENN.

Editor of PRINTERS' INK:

One of our clients is planning to put out a calendar containing the picture of Woodrow Wilson. This picture was taken by our client at Princeton, and has been autographed by the former President.

My attention has just been called to a report that there is a bill now pending or recently passed prohibiting the use of a photograph of the President or an ex-President for advertising purposes. Will you please advise me what infor-

Will you please advise me what info mation you have about this?
Wilson Advertising Agency.

THERE is no law which specifically prohibits the use of a portrait or photograph of a deceased president or any other deceased person for advertising purposes. But we do not advise the use of Mr. Wilson's photograph in the manner described for several

The bill referred to in the letter is evidently an amendment to the trade-mark laws which was passed by Congress on June 7, 1924, and which provides, "That no portrait of a living individual may be registered as a trade-mark except by the consent of such individual, evidenced by an instrument in writing, nor may the portrait of any deceased President of the United States be registered during the life of his widow, if any, except by the consent of the widow evidenced in such manner."

This bill was reported in PRINT-ERS' INK of June 12, 1924, and its history is interesting. It was framed and introduced by Senator Glass, at the request of Mrs. Wilson, and was rushed through, within a few days, just before Congress adjourned.

Woodrow Wilson had been dead but three or four days when applications for registration of his name and portrait for candy, cigars and innumerable other products began to reach the Patent Office. Mrs. Wilson heard of the deluge and strenuously objected, but was advised that, under the existing laws, many of the registrations must be allowed. Then Senator Glass framed and introduced the amendment quoted.

Under these circumstances, it is safe to assume that the advertiser in question could not get Mrs. Wilson's permission to use the photograph for advertising purposes. His application of the photograph, then, while it might accumulate considerable trade-mark value, could not be registered as a trade-mark, and his present use during the life of the widow would very probably prevent future registration. And, because of the amendment, it is highly doubtful that any court would recognize any right to exclusive use under the common law.

It is well known that the common law protects the individual against the unauthorized use of his portrait, and the amendment to the trade-mark law will undoubtedly affect the attitude of the courts if suits are brought under the common law to prevent the use of a deceased President's portrait while his widow is living

his widow is living.

Another reason for not using Mr. Wilson's photograph is the rising tide of opinion against the use of the portraits of national heroes for advertising and commercial purposes. For many years the Patent Office has been receiving a steadily increasing number of protests from individuals and organizations against the practice. About ten years ago these protests were of sufficient volume to encourage the examiners to refuse the registration of the name and portrait of Thomas Jefferson. The applicant appealed the case to the Patent Commissioner, who dis-regarded the claim of the examiners that registration would be against public policy, and decided the case in favor of the applicant.

It is seldom advisable for an advertiser to use any material that

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may accumulate trade-mark value and that is not registrable. Legally, the advertiser may have the right to use the photograph in the manner outlined; but there is no doubt that the courts look to new legislation to show the trend of public policy, in arriving at decisions under the common law, and for this reason some legal liability may result. Then, since a widespread and growing public opinion that is decidedly against the practice has been evidenced, the use of Mr. Wilson's photograph may arouse sufficient opposition and resentment to more than overcome any attraction the material may appear to have for advertising purposes.—[Ed. PRINTERS' INK.

Simplicity in Testimonial Copy

IMPERIAL OIL LIMITED, Toronto, has just completed a testimonial campaign for Imperial Polarine Motor Oils, that has created much comment because of the layouts employed and the bold display of very brief copy.

Believing that many testimonial campaigns are marred by the in-clusion of a considerable amount of copy, which attracts attention away from the facsimile letters usually reproduced in such advertisements, Imperial Oil Limited determined to make this series as

simple as possible.

Having secured a number of letters from large users of Polarine Motor Oils, containing genuine tributes to the excellence of the product, the company decided that the letters should speak for themselves. With this end in view the facsimile letters were very conspicuously displayed in each layout, while the copy was used merely to indicate the size and prestige of the firms signing them. As low as four words were used in one advertisement, and in none did the copy exceed twenty words. The heading of one piece of copy read "Large Vancouver Company. Endorses," this being followed by the trade name, associated with the Imperial red ball. Another advertisement contained only these few words of copy: "Alberta's largest automobile fleet lubricated with Polarine, etc." Another contained only these words of copy: "Polarine Motor Oils find favor with Taxi-Cab Company operating 250 cars."

In most of the advertisements there were only three layout units: the facsimile letter prominently displayed; a photograph of the fleet of trucks owned by the attestor; and the few lines of copy, either followed or preceded by the trade name. Even the firm name was omitted in order to achieve the utmost simplicity of effect.

In addition to large space in newspapers and motor papers across Canada, the firm used double spreads in a number of farm papers. It is believed that this is the first time a manufacturer has used double spreads in the agricultural press of the Dominion.

Baltimore & Ohio Copy Ties Up with Current Events

Current news was utilized in the recent newspaper advertising of the Baltimore & Ohio Railroad by reproducing a likeness of General Dawes dictating to a secretary while traveling on the Capitol Limited to Washington following his nomination as vice-president by the Republican party The copy further capitalizes on the event by pointing out that "Being a soldier, General Dawes acted immediately, selecting the Capitol Limited, as he must have known that the facilities afforded by this train would permit him to carry on his work undisturbed." Current news was utilized in the re

J. R. Walton with Landers, Frary & Clark

J. R. Walton has been appointed sales manager of the Meriden Cutlery Company Division at Meriden, Conn., of Landers, Frary & Clark, New Britain, Conn. He succeeds William H. Rybeck, resigned. Mr. Walton was for twenty years with the cutlery department of the Simmons Hardware Company and for twelve years was cutlery buyer of the W. Bingham Company, Cleveland.

New Account for McCutcheon-

The Banff Laboratory, Inc., Chicago, has placed its advertising account with the McCutcheon-Gerson Service, advertising agency of that city. Newspapers will be used in a campaign on Bobit, a preparation for bobbed hair.

Aug

BETTER HOMES AND GARDENS



"It takes a heap o' living to make a house a home" Guest

Somebody lives in this house. The dog on the step bespeaks contentment and peace. The flag voices patriotic appreciation for the freedom this home enjoys. The flowers and vines prove that this home is permanently rooted. It is just one of the 425,000 where Better Homes and Gardens subscribers live. They are the kind you want to reach.

E. T. MEREDITH, Publisher

Des Moines, Iowa

Larger Fall Campaign on New H-O Product

NEW Style H-O Oats (Quick), a new product of the H-O Cereal Company, Inc., Buffalo, has been tested in an experimental campaign in the Pacific Coast territory. The results obtained are so satisfactory that the company plans to seek wider distribution of this product in the fall. Plans are now being worked out for a vigorous localized campaign to introduce the new product in New York State, New England and other Eastern and Central States.

Newspaper copy which was used in the West emphasizes that there are now two kinds of H-O, the new style and H-O (Hornby's Oats). The latter product has been on the market some fifty years, and is widely distributed. In newspaper advertising the new product is described as follows:

"Granular oatmeal is an entirely new oat dish, with a different texture or consistency and a wonderful 'baked in' flavor. It provides roughage, is easy to digest and its wealth of nourishment gives vim and energy for the day's work."

In putting this new brand on the market, the H-O company is using a distinctive package, entirely different from that used so many years for H-O (Hornby's Oats). The new package has a color scheme of green, yellow, orange and blue. It carries the customary "Oliver Twist" trade mark.

Advertising Business Started at Buffalo

A new advertising business has been formed at Buffalo, N. Y., by C. Louis Wilson, which will be operated under his own name. He will continue to direct the advertising account of Cohn, Himmel & Company, Buffalo, men's clothing, of which he has been sales promotion and advertising manager. Business papers and direct mail will be used for this account.

Joins Montreal Agency

Harold McDougal has resigned from the advertising staff of the Brantford. Ont., Expositor, to join the Montreal office of A. McKim, Limited, advertising agency, about September 1.

New Egg Marketing Plan Has Farmer Guarantee

The Loblaw Groceterias Co., Ltd., Toronto, has evolved a plan for marketing fresh eggs which is being advertised in several Ontario cities where the company has stores. The copy used reproduces a carton which bears on its lid the name of the producer, who is stated to be a member of the Individual Egg Carton Association, and who guarantees the eggs to be graded according to Government standards.

One of the advertisements quotes a farmer-member as follows: "The Individual Egg Carton System gives us farmers who wish to improve the quality of our products the first real square deal in order to get paid according to quality and size. It makes every farmer responsible for his own eggs. It also brings to our door anywhere throughout Ontario a uniform market price—at all seasons of the year—and it is a great satisfaction to us farmers that we are getting a price for what we produce close to what the consumer is paying in large cities."

R. E. Hutchinson Returns to Washington

R. E. Hutchinson has returned to Washington, D. C., as manager of the Washington office of the Associated Advertising Clubs of the World. In April Mr. Hutchinson was transferred to the headquarters office at New York where he had charge of information regarding the London advertising convention.

Becomes "The Lumber Manufacturer and Dealer"

Lumber, which is published by the Commercial Journal Company, St. Louis, has changed its name to The Lumber Manufacturer and Dealer. This business paper, as recently reported, has changed from a weekly to a fortnightly publication.

Fred Brandt with San Francisco "Bulletin"

Fred Brandt has been made promotion manager of the San Francisco Bulletin. He was formerly publicity director of the San Francisco Chamber of Commerce and editor of its weekly publication, "San Francisco Business."

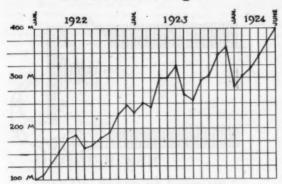
"Messenger of the Sacred Heart" Appointment

The C. F. Bouldin Company, Los Angeles, has been appointed Pacific Coast advertising representative of The Messenger of the Sacred Heart, New York.

Changes to Daily Newspaper

The Hendersonville, N. C., Times has changed from a semi-weekly to a daily newspaper. The owners are John Temple Graves, who recently became editor, and Leroy Sargent.

Increase 300 per cent



Upward and Upward

The graph shows the increase in advertising lineage of The Christian Science Monitor from January, 1922, to June, 1924, inclusive.

If this newspaper did not prove its value as an advertising medium, could this upcurve have been maintained for two years and a half?

Boston Office and Nine Branch Offices at Your Service, to Show You What the Monitor Can Do for You—or, if You Are an Agency Man, for the Clients Whose Appropriations You Are Investing.

The Christian Science Monitor

An International Daily Newspaper
Member A. B. C.

Publication Office 107 Falmouth St., Boston, Mass."

Branch Advertising Offices

New York	Kansas City 795 Commerce San Francisco 625 Market Los Angeles 620 Van Nuys Seattle 763 Empire	Street Bldg.
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London 2 Adelphi Terrace, W. C. 2

There are 4 Major Markets in Massachusetts



You need to reach all four

Boston, Worcester, Springfield, and New Bedford. Cover all four with your advertising and your salesmen and you have covered the four ranking cities of more than 100,000 population in Massachusetts.

Each of the four has size, prosperity and a wide local influence to recommend it. But in one important aspect New Bedford stands alone among them. You can cover it with one newspaper.

The New Bedford Standard and Mercury is read, night and morning, in more than 35,000 New Bedford homes. A flat rate of ten cents a line puts all its advertising on an equal footing. Compare this with what it is costing you to win success in any other great New England market.

NEW BEDFORD STANDARD MERCURY

Advertiser Liable for Advertising Contract Made by Fiscal Agent

Newspaper Wins Judgment in California District Court, against Ocean View Oil Company for Advertising That Had Been Used by the Fiscal Agent of the Oil Corporation

IN a suit brought in the California District Court of Appeals by the Daily Telegram against the Ocean View Oil Company, it was decided that the Ocean View Oil Company was responsible for the amount of advertising incurred by its fiscal agent, C. F. Martin.

The Ocean View Oil Company

The Ocean View Oil Company had entered into a contract with Martin whereby he was appointed its "fiscal agent," to sell 100,000 shares of stock for a commission of 20 per cent. The contract contained the following clause:

Said party of the second part (Martin) shall make an accounting to the party of the first part (defendant oil company) for all moneys expended by him in overhead and should said overhead he less than said \$5,000, then said money remaining shall be and belong to the party of the first part. In the event that the overhead shall exceed said \$5,000, said expense shall be borne by said party of the second part.

Martin entered into a contract with an advertising agent to "plan, write and place advertising campaign as may be directed." The advertising was done in the plaintiff newspaper and another. This particular newspaper succeeded to the claim of the second newspaper as assignee. Because of the fact that no payment had been made for the advertising the Daily Telegram brought action.

"At the trial," the Business Law Journal reports, "Martin testified that the defendant was to pay the necessary expenses of selling the stock up to the sum of \$5,000; that copy of the advertising was mailed to the defendant's office; that the president of the corporation had knowledge of all the facts in connection with the advertising while it was being

done; that after the advertising bills were due and demand had been made for payment the president of the defendant corporation had asked Martin 'to stall them off a little longer.' From this evidence the court concluded that the interpretation placed on the contract between Martin and the defendant by the parties thereto was that expenditures for advertising were to be included in the agreement, and that Martin had the power to incur indebtedness, therefore, on behalf of the corporation.

"The defendant contended that because the permit issued to the corporation limited the expenditure in effecting the sale of the stock to 20 per cent of the selling price, and contract by which that percentage was to be exceeded was void as against policy. 'Such a contention,' said the court, 'might possibly avail as between the parties to the contract, but it would seem inequitable that innocent third persons should be made to suffer pecuniary loss for such a reason. Even assuming plaintiff's knowledge of a limitation upon expenditures, plaintiff very properly might have assumed that the corporation had resources arising from the operation of its business and had an independent right to order advertising to be done without reference to the terms of the permit.'

"The defendant also argued that even if Martin was personally authorized to incur an indebtedness for newspaper advertising, he had no authority to delegate his powers to an agent. The court disposed of this contention as follows:

"The evidence showed that Martin supervised the advertising, and the fact that it was thought necessary or advisable to employ expert assistance to "plan, write and place" it does not constitute a delegation of powers by an agent. There was nothing within the terms of the contract between plaintiff and defendant specially forbidding the employment of such an assistant for such purpose, and consequently the right to do so would seem to fall with-

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in the regulation of such matters as is provided by section 2349 of

the Civil Code.'

The defendant's final argument was that neither the plaintiff nor its assignor relied upon the credit of the defendant in extending credit for the advertising. evidence showed, however, that all charges for the advertising were made against the defendant corporation. Moreover, the credit manager of the plaintiff's assignor testified that when he spoke to Martin concerning the credit to be advanced to the Ocean View Oil Company, Martin said: 'Yes, I am the agent here in Long Beach, but I am merely the tool of the Ocean View Oil Company itself. I fully believe that they are solid and that they will pay their bills.'
This evidence was held sufficient
to show that the plaintiff extended credit to the defendant.

"A judgment for the plaintiff, the Daily Telegram, was af-

firmed."

Albert James MacDonald Dead

Albert James MacDonald, editor and president of The Architectural Forum, New York, was drowned near Wareham, Mass., last week. He was thirty-four years old. He was at one time with The Architectural Review, Boston, and in 1913, joined The Brickbuilder, of that city, which later became The Architectural Forum.

Arthur Nowell Joins Retlaw Visualizations

Arthur Nowell has joined Retlaw Visualizations, New York, in charge of its art deparment. Until recently he was in charge of the advertising service department of the Fairchild Publications, New York, with which he has been for a number of years.

Joins San Francisco Music House

Walter Gardner has been appointed advertising manager of the Wiley B. Allen Company, San Francisco music house. The Allen company has stores in several California cities and at Portland, Oreg.

Stivers Printing Company Appoints J. W. Shaw

J. W. Shaw has been appointed business manager of the Stivers Printing Company, Middletown, N. Y., publisher of the Middletown Times-Press.

Douglas C. McMurtrie, Inc., New Printing Business

Douglas C. McMurtrie has resigned as sales manager of the Condé Nast Press, Greenwich, Conn., and with several associates has organized a printing business at New York under the name of Douglas C. McMurtrie, Inc. Mr. McMurtrie is president of this company. Arthur Wiener, president of the Atlantic Book and Art Corporation, New York, is secretary, and LeRoy Latham, president, Latham Litho & Printing Company, Long Island City, is treasurer.

Join George W. Edwards Agency

Grosvenor L. Ball and Nelson Eddy have joined the copy staff of George W. Edwards & Company, Philadelphia, advertising agency. Mr. Ball was formerly advertising manager of the Welsbach Company, Gloucester, N. J. Mr. Eddy was formerly with the copy department of the J. H. Cross Company, advertising agency, also of Philadelphia.

Arcady Farms Milling Company Elects W. B. Pearson

W. B. Pearson has been elected chairman of the board of the Arcady Farms Milling Company, Chicago, manufacturer of feeds. For many years he was a member of the executive staff of The Procter & Gamble Company and, at one time, was vice-president of the American Cotton Oil Company.

Pratt & Lambert Advance T. E. Murphy

T. E. Murphy, since last January assistant manager of industrial sales of Pratt & Lambert, Inc., Buffalo, varnish manufacturer, has been appointed manager of industrial sales. He started with the company in 1917.

Clothing Account for Tracy Agency

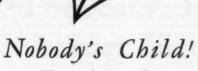
Nat Luxemberg & Bros., New York, clothiers, have placed their advertising account with W. I. Tracy, Inc., advertising agency of that city. Magazines, college publications, and New York newspapers will be used.

Appoints Pacific Coast Representative

Extension Magazine, Chicago, has appointed the Charles F. Bouldin Company, Los Angeles, publishers' representative, as its Pacific Coast advertising representative.

E. J. Brett with Boston "American"

Edward J. Brett, formerly with the New York Evening Journal, is now manager of the merchandising service department of the Boston American.



We are referring to the average house organ. There isn't a medium more abused, neglected or misunderstood. Invariably, it's just "another one of those things" to get out of the way as quickly as possible every month. And out it goes, so often dull, stereotyped and unattractive! No wonder so many house organs die young. Who can rightfully expect it to build good will or sell?

OURS isn't exactly an institution for the moral rejuvenation of decrepit house organs. Yet because we appreciate all that a good house organ can really be, we do enjoy specializing in their production. Editing house organs, laying them out, preparing the art work, and printing them, isn't just one of those "has-to-be-done" jobs with us. It's our business! We think, plan and work on house organs every hour of the day.

That's the reason we have

been so successful. It likewise explains why the house organs we produce are more than usually attractive, more than usually interesting and more than usually successful in actually selling goods!

If you have a house organ that isn't living up to all the good things you once expected of it, we would like to talk to you about it. Nine chances out of ten, it would improve surprisingly after being here with us a while.

ARROW PRESS, Inc., New York

318-326 WEST THIRTY-NINTH STREET

What Are We Going to Do about Guarantee Abuses?

(Continued from page 6) of the merchandise advertised. Faith in a company's honesty and confidence in a company's desire to play fair with everyone are important by-products of consistent advertising which sometimes make a specific guarantee unnecessary. More than manufacturer who patiently bears the brunt of guarantee abuses would find that his guarantee could be eliminated with a resulting drop in adjustment expenses and no corresponding decrease in sales.

This was the experience of the Sealy Mattress Company. In the absence of national advertising, the company had rested its full weight on its guarantee. When advertising became an established policy, the guarantee was per-mitted to remain. Abuse of adjustment privileges was tolerated as a necessary evil. Then a number of dealers began to petition the company to do away with its Accordingly, a letter guarantee. was mailed to all dealers asking them to vote on the question. Sixty-seven per cent of the votes favored discontinuing the guar-antee. Adding this 67 per cent to the number who did not respond, indicating that they would not object to the elimination of the guarantee, the total was 81 per cent favoring the plan.

The guarantee was dropped on January 1, 1919. During the next year alone, the number of mattersses returned fell off 38.8 per cent. Isn't that food for thought?

A simple method of reducing losses due to guarantee abuses is to back up the dealer when he refuses to make an exchange or give free repairs for legitimate reasons. In other words, if a consumer, failing to get what he or she is not entitled to at the retailer's, goes directly to the manufacturer, no advantage is gained by repudiating the dealer. There is a temptation to do this

because of the universal desire to refrain from damaging good-will in any way

The McCallum Hosiery Company does not commit this error. The assistant treasurer writes: "Once in a while we hear directly from some consumer with a complaint as to a certain pair of stockings. Quite often they return the stockings to us. In some of these instances, the stockings were presented to the store where they were purchased and the store refused to exchange them. In many of these cases, we feel that the storekeeper's stand was well taken and we write the consumer explaining that we do not feel an exchange is warranted."

There are a number of other things which may be done to cut down guarantee abuses. One is to refrain from making extravagant claims in advertising copy. Such statements lead users to expect too much and serve only to encourage complaints which must be satisfactorily settled. Another, is to educate salesmen so that they will not oversell the durability, or serviceability of a product to dealers. When salesmen exaggerate the information the dealers get it is passed on to the consumer, and abuses are stimulated. The De Laval Separator Company tells its salesmen and distributors that it spends many thousands of dollars in this way every year, much of it un-justly and unnecessarily, and shows them what they can do to reduce this expenditure. More work of this sort would be a tremendous aid.

Still another solution is to insist, when feasible, that all exchanges or repairs be sent direct to the factory by the consumer instead of through the dealer. The factory can afford to be more strict and is usually more tactful. This plan gets around the difficulty represented by the dealer who believes in too much service.

It is safe to say that the policy of "No questions asked," has been allowed to get beyond control in many instances. Unfair returns of merchandise, which was in

The City That Never Sleeps



OS ANGELES, the Year Round Market, can be effectively covered by using The Evening Herald alone. 97% of its circulation is concentrated in Los Angeles and immediate suburbs!

In July, 1923, the

LOS ANGELES EVENING HERALD

"California's Largest and Greatest Daily Newspaper"

Carried 128,520 lines of National Advertising; in July, 1924, 142,758 lines. 1 HIS MEANS A GAIN OF 14,238 LINES!

REPRESENTATIVES

G. LOGAN PAYNE CO., 401 Tower Bidg., 6 N. Michigan Ave., Chicago, III.

H. W. MOLONEY, 604 Times Building, New York A. J. NORRIS HILL 710 Hearst Building. San Francisco



PICTORIAL Retouching, Drawings in Pen and Ink, Wash, Dry-brush and Color, for Newspapers, Posters and Booklets.

Preliminary Sketches and Ideas.

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LOHSE-BUDD

Murray Hill 2560 405 LEXINGTON AVENUE NEW YORK CITY Aug.

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slight tion (Sal perfect condition when it left the factory shipping platform, constitute an economic waste of serious proportions. The most unfortunate part of the entire affair is that, in the end, the man who stands the expense of unfair adjustments, is the man who does not kick without justification.

Should Salesmen Take All the Risk?

GROESBECK, HEARN & HINDLE, INC. NEW YORK, Aug. 15, 1924. Editor of Printers' Ink:

C. CASEY'S article in PRINTERS' INK of August 14 on straight commissions is an interesting expression of but one side of the question of paying salesmen. It is neither cowardly nor craven to seek an enduring connection as a life's income basis.

This theory that the salesman should take all the risk is based on the fallacy that the executive and production departments of a manufacturer are conducted in an errorless and infallible manner.

The facts are overwhelmingly against this assumption of productive and executive infallibility.

A glance back at the last five years shows a history of repeated executive blunders in a number of well-known and trusted corporations—errors in design, quantity produced, price and expected earnings. At this hour the problem of almost every thinking manufacturer is the overcoming of overhead with adequate sales to carry into black figures.

This part of the manufacturing problem is rarely submitted to the salesmen. It is determined by the executives and the burden of its blunders is generally passed blandly on to the sales force under the mysterious title of overhead. Illustrations innumerable can be cited of instances where faithful and diligent sales forces have been repeatedly penalized for executive errors, without the slightest thought of their protection or security.

Salesmen are released in large

numbers with the feudal gesture of the company's needs. Years of effort short circuited and serious, despairing days ensue of search for other connections by these men discredited through the blunders of those above.

Until, Mr. Casey, you allow your salesmen a voice in the question of production and offer them the opportunity of safeguarding their welfare by insuring against rash production increases, your position that salesmen must take all the risks of executive errors is un-American and I believe a survival of the imperial days of industrial dictatorship which is passing.

Unless a salesman has such a voice in the management of a company's affairs, it seems to me he has a right to protection in the form of a fixed income against blunders of an executive nature—of which today he is the defenseless victim.

Your theory that a drawing account against commissions earned by a successful salesman may be penalized because of the failure of another salesman's shortcomings is a mischievous expression of thought that supports my theory.

The relation of one salesman to a concern is his and the company's individual affair to be judged by itself on the basis of his performance.

The history of any other member of the sales force is irrelevant and immaterial so far as his earnings are concerned. If incompetent, failing salesmen are continued on the job, that is the fault of the sales executive and can by no fair means be used as an argument to reduce or influence the earnings of the competent man.

The tendency in your article to regard salesmen as production units would seem to reveal the habit of thinking too strongly in terms of production (often the tendency of an executive mind).

Salesmen are not and never can be standardized units—to be dealt with en bloc—and the willingness to assess on them without redress, the losses due to managerial

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errors seems to me out of line with the modern spirit of fair

A company should be willing to back its executives' policy by the payment to the salesman of a living wage, to be increased by bonus commissions for selling success according to individual

performance. You should not ask the salesmen to take all the risk.

GROESBECK, HEARN & HINDLE, INC. ARTHUR T. SMITH.

American Goods Little Affected by Japanese Tariff

A recent law of the Japanese Diet increasing import duties on so-called luxuries to 100 per cent ad valorem is expected to affect American trade only to the extent of 1 per cent, according to the United States Department of Com-

merce.

Imports of articles from the United States subject to the new tariff in 1922 were valued at 11,603,000 yen, or approximately 2 per cent of the total imports of 574,401,000 yen. None of our teading exports to Japan is affected. Photographic film, photographic papers and boots and shoes, having an annual valuation of more than a million yen are hit, but, the report states, these articles and others of any importance, will continue to be imported, since there is a well-established market which cannot fully be supplied by home production.

New Accounts with Rufus Bradford Burnham

The Golun Fur Novelty Company, Johnstown, N. Y., manufacturer of Pat-it powder puffs, and Harold J. Henry and Associates, manufacturing jewelers, and the Superior Brassiere Company, both of New York, have placed their advertising accounts with Rufus Bradford Burnham, advertising agent, New York. Business papers and magazines will be used in winter campaigns which are being planned for these accounts.

National Advertising for German Perfume

Color pages and half pages in thirteen national magazines will be used to advertise Mystikum, a perfume, the perfume trade is informed by The Scherk Importing Company, Inc., New York, North American agents for this product and other toilet articles made by Scherk, Berlin.

Joins John B. Woodward
Charles B. Andrews, formerly with
the advertising department of the New
York Times, has joined the New York
staff of John B. Woodward, publishers'
representative.

A Dietary Lesson

THE AMERICAN FOOD JOURNAL NEW YORK, Aug. 18, 1924. for of PRINTERS' INE: Editor of Your editorial of August 14 entitled,
"The Potato Needs a Defender," struck
a very responsive chord in our hearts.
As a food specialist of several years'

As a food specialist of several years; experience and now as an editor in the food field, I am keenly interested in the new and progressive educational advertising, and I should be glad to see your suggestion in regard to a defender for the potato neutralized.

You say "With all its weak points, we still like the potato." It may interest you to know that the potato has many strong points from a dietary point of view. Not only is it a source of valuable salts which help to keep the bodily processes in working order, but it is also one of the best examples of baseforming foods without which the dietary cannot be properly balanced. There is good reason for serving meat and potatoes' together since the natural acids formed in the body by the digestion of meat are neutralized by potatoes—all this besides its well-known contributions. —all this besides its well-known contribu-tion of easily digested starch.

THE AMERICAN FOOD JOURNAL,
WINIFRED STUART GIBBS.

Editor.

Advertising Clubs' Memberships Exceed 30,000

The first meeting of the executive committee of the Associated Advertising Clubs of the World, elected at the recent London convention will be held at New York on either September 15 or 16. The exact date has not been decided.

16. The exact date has not been uccided.

The report of the president, Lou E. Holland, on the affairs of the organization for the fiscal year which ended June 1, 1924, will show a membership of 30,144. This compares with 28,038 in the previous year. The financial condition of the organization has improved also. A surplus of \$83,261 will be reported, against \$41,742, in the 1922-23 period.

Briggs & Stratton Buy Auto Accessory Firm

The Briggs & Stratton Company, Milwaukee. has purchased the business of the Toledo Automotive Products Company, Toledo, including equipment and patent rights to nine types of window regulators, brakes, spotlights, and various automobile body hardware items. The Milwaukee company now manufactures body hardware, automotive, electrical and radio equipment, and gas engines.

Westfield Paper Account for Waters Agency

The Westfield River Paper Company, Inc., of Russell, Mass., has placed its advertising account with the Francis M. Waters Advertising Agency, of Spring field, Mass.

Prosperous Wisconsin

There is prosperity abroad in Wisconsin—bumper crops, high prices, manufacturing on the increase, bank deposits at the peak, genuine enthusiasm and good feeling everywhere.

One of the outstanding major markets in this prosperous commonwealth is the Janesville market in southern Wisconsin, embracing forty cities, towns, and villages, in which are located retail outlets operated by progressive dealers who have been carefully coached by the Janesville Gazette's Merchandising Service Department to have a true appreciation of national advertising and who will put forth unusual energy to tie up with nationally advertised products on which copy appears in the Gazette.

Consumer demand quickly comes from the copy because we have built up a high degree of reader interest by making "An Unusual Newspaper."

Let us help you to secure some real business from this market this fall. Service and counsel are, of course, gratis.

THE JANESVILLE (WIS.) GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"-Member of Wisconsin Daily Newspaper League

How Copyrighted Dealer Helps Can Be Protected

A Discussion of a Specific Case That Shows Steps Manufacturers Should Take to Stop Abuse or Misuse of Copyrighted Dealer Help

THE CRAMER-KRASSELT CO.

MILWAUKEE

Editor of PRINTERS' INK:
One of our clients supplied a dealer
with a number of copyrighted electrotypes for use in local newspaper advertising. A few months later the dealership was taken away from this particular dealer, but the dealer continues to use these electrotypes to close out his stock at cut prices.

Is there any way that this manufac-turer can legally prevent the dealer from using copyrighted electrotypes after the manufacturer has taken away the

dealership?

ship? THE CRAMER-KRASSELT CO. A. W. SEILER, Secretary.

EXPERIENCES of the kind outlined by this letter are not uncommon, and they indicate the advisability of distributing electrotypes and other valuable and copyrighted dealer helps according to a definite agreement with dealers. But since the letter does not mention an agreement of any kind, it is assumed that the manufacturer shipped the electrotypes with his goods or sent them at the request of the dealer, and that there was no understanding as to the rights of the dealer in using the copyrighted material.

In that case, the manufacturer evidently has not relinquished any property rights in favor of the dealer, and the latter is allowed to use the copyrighted material in the interests of his business through the courtesy of the

former.

The Act of 1874 allows for the copyright registration of prints and labels at the Patent Office, and not at the Copyright Office of the Library of Congress. One of the rules for the registration of these items states that the word "print," as used in section 3 of the copyright act, so far as it relates registration in the Patent Office, is defined as an artistic and intellectual production designed to be used for an article of manufacture and in some fashion pertaining thereto, but not borne by it;

such, for instance, as an adver-And electrotisement thereof. types for advertising purposes are copyrighted under this classifica-

The law states, "That any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive

right:

"To print, reprint, publish. copy, and vend the copyrighted work."

Assignments of this exclusive right must be in writing and signed by the proprietor of the copyright. Section 42 of the Act reads: "And copyright secured under this or previous Acts of the United States may be assigned, granted, or mortgaged by an instrument in writing signed by the proprietor of the copyright, or may be bequeathed by will.' And, according to an established rule of the Patent Office, "Prints and labels are assignable in law instrument in writing signed by the proprietor. This should state the names of the assignee and assignor, the title of the print or label assigned, the date of filing the application, or, if registered, the date and number of the certificate, and should be dated."

Of course, it is obviously better for the manufacturer to have an agreement with his dealers making it perfectly clear that his copyright is not assigned, and that they are to use his copyrighted material through his courtesy and according to his dictation. However, lacking such a definite understanding, the law is still clearly on his side if he has not written anything in his corre-spondence which the courts are likely to construe as an assign-

ment.

This is the consensus of several of the examiners in the Trade-Mark Division



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In the Long Run of the Seasons

THE blistering heat of summer and the pelting rain and snow of winter every year cause countless advertising signs to fade and wither. Each year, too, the bill for replacing these signs is enormous. Do you pay your share of it?

A good way to reduce your yearly sign expense is to slowly replace flimsy signs with "Ing-Rich" Signs of solid colored porcelain (fused into steel) they are guaranteed to last for years, even under the worst weather conditions. Write for a sample sign and our economical replacement proposition. No obligation at all.

Ingram-Richardson Mfg. Company
College Hill Beaver Falls, Pa.

ING-RICH SIGNS



What Therefore Is Big Space?

UNCLE JIM is 6 feet 2 inches in his Holeproofs, and weighs 225 pounds with straw hat and belt.

His voice is big and sonorous. He has a way when talking, of pounding the table, if one is near. If not, he chiropractors your lame shoulder.

If what he says doesn't particularly impress you, his laying on of hands, he figures will.

He is a "good-looker" and a "loud-sayer" and has all the earmarks of being a double page spread in colors. But when you come to add him up, he is just a space eater.

His wife, Aunt Sylvia, in contrast is but 5 feet tall, weighs only 95 pounds, and has a sweet clear, convincing voice, that makes you think of a vesper bell. She never raises it, but you always seem to hear what she says. She never clears her throat when she comes in a room, but you always feel and welcome her presence.

With advertisements as with folks, it has always seemed to us that it is quality that counts.

The Message is the thing.

That's why we believe copy is paramount.

The size of the Ad. should be dictated by the size of the message, and not by the size of the appropriation.

If you agree, you will doubtless find we have other things in common.

TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, President 1133 BROADWAY NEW YORK Pat of kin

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Patent Office, who have charge of copyright registrations of the When infringement cases reach the courts, the Trade-Mark Division is usually called upon to furnish evidence of registration, and the examiners are familiar with the legal procedure.

In the case under discussion. the manufacturer should immediately notify the dealer that he is infringing the copyright, assure him that no assignment of copyright was intended or made to him, and demand that he cease using the material at once. If the dealer refuses to comply, a letter from an attorney quoting the law and citing two or three infringement cases, with the amounts of the damages secured, should be immediately effective.

If necessary, then, an injunction may be secured through the proper United States Court, and, if infringement is established, the manufacturer may secure damages. Except in extreme cases, however, legal proceedings are not advisable for obvious reasons, and they are seldom necessary. Usually, in such cases, the infringer does not realize the seriousness of his offence, and he will quickly comply when the matter is properly explained to him .- [Ed. PRINTERS' INK.

Distribution Service Opens Western Office

Distribution Service, Inc., New York and Chicago, has opened a sales office

and Chicago, has opened in San Francisco.

The San Francisco office will be under the supervision of H. F. Hiller, vice-president of the San Francisco Warehouse Company. The field representative in this territory will be E. M. Ingels who has been associated with the warehouseine industry in Chicago and warehousing industry in Chicago and San Francisco for several years.

Christopher Brooks with Guardian Life

Christopher Brooks, recently with the United States Industrial Alcohol Company, New York, as sales promotion manager for Alcorub, has been appointed assistant publicity director of the Guardian Life Insurance Company of America, New York. He was formerly advertising manager for Causon & Montgolfer, also of New York, and Norman T. A. Munder & Company, Baltimore.

How the Dallas Advertising Club Keeps Members Active

Club Keeps Members Active
The problem of how to get more of
the members of an advertising club to
take an active part in its affairs has been
satisfactorily solved in Dallas, Tex., according to Beeman Fisher, president of
the Dallas Advertising League.
This plan works as follows: Members are divided into groups, an effort
being made to have the officers and
most experienced and capable members
evenly distributed among the groups.
In succession each group is allotted to
carry out the program arranged for
a meeting. The plan has been in operation in Dallas only a short time but
has produced remarkably satisfactory
results, Mr. Fisher said.

The personnel of the groups was decided upon by the executive committee
which consists of the president of the
club and the first and second vice-presidents. The programs are outlined and

ciuo and the nrst and second vice-pres-idents. The programs are outlined and the groups assigned by the board of directors. Only the appointment of a leader for the day and the drumming up of attendance is left to the group which is to be in places. which is to be in charge.

Appoint Constantine & Jackson

Constantine & Jackson, publishers' representatives, New York, have been appointed national advertising representatives of Pennac News, Philadelphia. They also have been appointed the Eastern advertising representatives of the Detroit Golfer, Detroit, and The Western New York Golfer, Buffalo, and the American advertising representatives of All About Switzerland, a publication by the Swiss Government.

Starts Campaign to Sell Cigars by Mail Order

J. Bruce Payne, of Granby, Que., an old-established Canadian cigar manufacturer, has started a magazine advertising campaign to sell his Autograph Cigar by mail. This advertising is directed by R. C. Smith & Sons, Ltd., Toronto, advertising agency.

Will Direct Cincinnati Safety Council Advertising

The Advertisers' Club of Cincinnati has appointed a committee to take charge of advertising for the Greater Cincinnati Safety Council. Frank M. Lillie, advertising manager of the Columbia Gas & Electric Company, is chairman of the committee.

"Drug Topics" Appoints New England Manager

William Rogers has been appointed New England manager of Drug Topics, New York. He will have his headquar-ters at Boston. Mr. Rogers was formerly manager of the Cleveland office of Hardware Retailer.

Aug.

Check House-Organ Mailing Lists

N outline of the routine followed by the Crown Cork & Seal Company, of Baltimore, in the publishing of its house-organ, "The Crown of Baltimore," was given by John R. Wilbor, advertising manager, in a talk on "Keeping in Touch with Ten Thousand Customers," before the Baltimore Advertising Club on

August 20. Of first importance among the essentials necessary for the profitable management of a houseorgan is the mailing list. It must be kept clean and accurate. Mr. Wilbor says he has reduced returns from the post office on "undeliverables" to less than an average of fifty per issue. One method of revision which has proved successful is to maintain a daily check against the list of all incoming orders and all invoices received. This is supplemented by reports of sales representatives in the field. Attention also is given to getting dealers to send in changes of name and address.

Mr. Wilbor said that if a houseorgan is to become a strong link in the selling plan it must render a service so complete and so useful that every reader will be convinced that the success of the company is dependent upon the success of its dealers. When this thought has been clearly impressed upon readers their co-operation is won over. The result is a much better publication than would otherwise be possible.

The speaker advised houseorgans to co-operate closely with national and State associations of an industry.

Fairart Water Systems

raitart Water Systems
Account for John W. Odlin
The Fairbanks-Eppinger Company,
Inc., Worcester, Mass., has placed its
advertising account with the John W.
Odlin Company, Inc., of that city.
Farm-paper space is now being used
on the company's Fairart water systems
which are also advertised to plumbers,
electricians, artesian well drillers, and
others by direct mail. The company
now confines its market to New England
but plans to enter Southern territory
about November 1,

Agrees That a Censorship of Letters Is Needed

FERGUS JOURNAL COMPANY FERGUS FALLS, MINN., Aug. 20, 1924.

Editor of PRINTERS' INE:
Your article in PRINTERS' INE of
August 14, "Should There Be a MasterCensor of Letters?" by W. H. Heath,
surely hits the nail on the head.

If some manufacturers could see how their letters are received and the opinions that they create in the recipients' minds, perhaps, they would take more pains with their letters.

their letters.

Some time ago, a local organization was in need of bugles for its drum corps. It wrote a manufacturer who dominates the musical instrument advertising field. When the letter was handed me for consideration of their proposition, I was thunderstruck—to think that a firm should spend so much money to bring its product to the attention of the people and then send out a tion of the people and then send out a cheap letter.

This letter was full of the old time superlatives; spoke of cash price, discounts, etc., but did not have a single counts, etc., but did not have a single good-will-building sentence in the whole

good-will-building sentence in the whole thing.

Whenever I see their advertisements I think of this letter. Truly, I would be afraid to do business with them for fear that I might have a claim to make and it would be handled in the same inefficient manner.

Other manufacturers' letters are written by correspondents or stenographers, who make suggestions that are so im-practical they are silly. I maintain that one must know the product and the

one must know the product and the other fellow's problems before he can be a successful letter writer.

I have received many letters from manufacturers where their own items were mis-spelled, with no style to their

letter, etc.
I hope more articles like this appear I hope more attacked in Printers' Ink.
Letter writing is a neglected part of nearly every office.
FERGUS JOURNAL COMPANY,
J. M. GROLIMUND.

Hoover Steel Ball Buys Imperial Bearing Company

The Hoover Steel Ball Company, Ann The Hoover Steel Ball Company, Ann Arbor, Mich., has purchased the plant and equipment of the Imperial Bearing Company, Detroit. The plant of the latter will be discontinued and its equipment moved to Ann Arbor. The purchase gives the Hoover company a complete line of bearings. S. A. Strickland, manager of the Imperial company, becomes manager of the bearing department of the Hoover company and a director of that organization.

Taxicab Account with Glaser & Marks

Glaser & Marks, Inc., advertising agency, Boston, has been appointed to direct the advertising of the Town Taxicab Company, also of Boston. A campaign in newspapers started for this account. has

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Confidence Sells!

IN no industry is confidence a more potent factor than in selling radio.

ZEH BOUCK, nationally known writer, radio editor and research engineer, conducts the Radio Department of BOYS' LIFE magazine. THE RADIO TOWER is not a column, but an organized sub-division of an international publication, that is read, with confidence, by youths and their parents.

We offer to the radio manufacturers of reliable parts and complete equipment, the confidence of our readers—an opening to a reliable and consistent market.

Space in the Radio Department of BOYS' LIFE is more than an advertisement—it is a recommendation.

BOYS LIFE

200 Fifth Avenue New York, N. Y. Union Bank Bldg. Los Angeles, Cal. 37 So. Wabash Avenue Chicago, Ill.

Employees' Magazines Emerge from Their Post-War Slump

A More Serious Note Is Now Evidenced in the Plant Publication

JOHN P. SMITH PRINTING COMPANY ROCHESTER, N. Y., August 1, 1924. Editor of Printers' Ink:

We are interesting one of our depart-ment store customers in a publication for its employees. Perhaps you have some data regarding such a proposition that we could use in presenting our arguments, or knowledge of where we may secure some information as to what other department stores are doing along the same line.

JOHN P. SMITH PRINTING COMPANY C. E. COOLEY.

PLANT publications received their greatest impetus during the war and the prosperity period immediately following. Then, with the slump of 1920, many employees' magazines were discontinued. It is only recently that some of these have resumed publication.

It is noticeable that those which have started again, together with many which continued to be published, now contain a more serious note. Employees' magazines, in many instances have not been permitted to do half the work they are capable of doing, because they were filled with frivolities. We do not mean by this that a plant publication, in order to be successful, must be as serious and as heavy as a philosophical treatise. On the other hand, it is a mistake to edit a plant publication with the idea that it should compete editorially with the popular magazines of

The employees' magazine has a serious purpose. It owes its exist-ence, or should owe its existence, to a desire to interpret the policies of the management to the workers.

This means not only promoting a family spirit, but also explaining to the employees such matters as simple business economics, and the reasons for certain sales and manufacturing policies. Several pages of jokes, poems and personals are entirely in order, but this sort of editorial material should be looked upon more as a side issue than as a fundamental editorial plank.

It is because this important point

has been overlooked in editing plant papers that the death rate has been so high in the past. It is only natural, when drastic economies become necessary, that a publication which seemingly serves no other purpose than to amuse the staff, should be discontinued. If, however, the plant publication is so edited that it serves as a channel through which vital information passes between management and the workers, its chances of surviving, even during periods of economic stress, are enhanced.

It is impossible to lay down a standardized editorial policy for guidance in editing an employees' magazine. However, it should be helpful as well as interesting to learn what the employees of the Chesapeake and Potomac Telephone Company recently told the editor of that company's plant paper, concerning the material they preferred reading.

The publication is known as "The Transmitter," and Oliver Martin is editor. Mr. Martin wanted to sound out his reading audience; to discover its likes and dislikes; to secure honest suggestions and constructive criticisms. A questionnaire was prepared and circulated among those who received the magazine. All told, 220 filled-in questionnaires were returned.

Question number four sought to ascertain whether readers preferred strictly telephone pictorial subjects on the cover of the magazine or subjects of a more general nature. Only fifty voted in favor of sticking to telephone subjects, while 151 voted otherwise. is worth bearing in mind when planning the editorial contents. Don't talk shop too much.

One thing which Mr. Martin says the returns proved beyond dispute was that readers like personal news-little notes about promotions, hobbies, marriages and matters of that sort. At least 141 m

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monat-141 WHEN The Quality Group was named there was no intention to imply that these magazines reached all the people who could afford the most expensive cars, all those who took all the first-class cabins on the de luxe liners, only the stone houses on top of the hill: all the people with good incomes.

What The Quality Group implies is people with pocketbooks grouped where you can get at them with little or no waste—and at low cost.

Those advertisers whose goods are consumed largely in the laundry, the garage, the nursery, the kitchen or the bathroom may here and there get more sensational orders outside the homes we reach—but as a rule the people who put the most in and take the most out of the business of living consume a thundering lot of plain goods.

The Quality Group

ATLANTIC MONTHLY HARPER'S MAGAZINE REVIEW OF REVIEWS SCRIBNER'S MAGAZINE

WORLD'S WORK

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The Quality Group
COVERS
The Quality Market

New York

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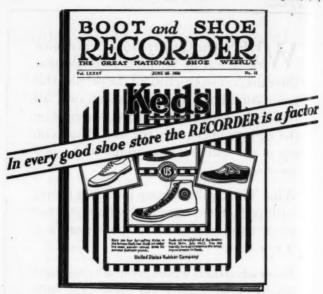
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THE most important number of the Boot and Shoe Recorder between now and New Year's Day will be published on September 6.

It will contain 12 pages of women's shoe styles, 4 pages of men's styles, and 6 pages devoted to an analysis of the color trend in shoes and the theory of harmony in dress. And in addition there will be special articles on every item in the complete range of the shoe merchant's service during October, November and December.

This Quarterly Style Number is waited for and eagerly received by 13,257 readers—over 5,000 more than the readers of the nearest competitor of the Boot and Shoe Recorder. Take advantage of this reader interest. If you have shoes, hosiery, findings, store furniture, lighting fixtures—or anything else to sell to these progressive merchants, use the September 6th issue of the Boot and Shoe Recorder. Copy will be received up to Wednesday the 3rd.

THESE quarterly style issues are but another evidence of the dominance of the Boot and Shoe Recorder in the retail shoe field. Remember this: In every good shoe store the Recorder is an important factor.

BOOT and SHOE RECORDER
207 SOUTH STREET, BOSTON
Wire for our nearest representative

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voted for these items, while only forty-nine voted against them. Consequently, it is planned to run a page of personals each month. We italicized "page" for obvious

Technical articles did not seem to be in high favor. The number of requests for more of these was eighty, while those who asked for fewer of them, totaled 111. Departmental articles, the questionnaire brought out, were of general interest. There were 121 votes in favor of more of them, and only twenty-five votes for less.

Of greatest interest among the different questions, were two, one asking: "What is 'The Transmitter' doing that you would like to have discontinued?" and the "What is "The Transsecond: mitter' not doing that you would like to have it do?"

Here are some of the items readers would like to see discontinued, Mr. Martin reports: Too much news of operators, too many uninteresting things, too much personal matter, too many operators' pictures, spreading accounts of parties attended by but a small fraction of employees over too large a space, trying to be too helpful, feature articles of local interest only, semi-humorous arti-

Here are some of the items readers suggest be given attention: Publish more historical articles, more articles from officials regarding everyday problems, more inspirational articles, current events, make the magazine more representative of the employees, make the magazine a little less of a news or reportorial sheet, and a little more of a morale builder, carry a fashion page, publish articles on psychology and character, publish at least one poem a month, encourage contributions from employees. publish articles that are educational as well as interesting, establish a letter box.

Mr. Martin points out that several of the suggestions have been part of the editorial policy for years. Others were tried but without success. A number, though, were considered worth adopting.

This much can be said by way

of outlining a properly balanced editorial platform. Have a little fun; personal items; photographs of some of the workers, and news of the plant. All aid in making the plant paper more enjoyable. Inter-departmental and inter-branch news is especially important. And when we say "news" we do not mean merely the frivolous, but also the worth-while accomplish-ments of different employees, such as ideas used successfully here and there throughout the organiza-tion. Fill the magazine with helpful material. Explain the advertising policy, to mention only one of the many subjects of policy which should be discussed. Workers usually know all too little about advertising in general, and any single campaign specifically.

New Package Carries Crackers from Oven to Consumer

A new package has been adopted by J. S. Ivins' Son, Inc., Philadelphia, which carries Ivins crackers to con-sumers fresh from the ovens. In news-

yield carries Ivins crackers to consumers fresh from the ovens. In newspaper advertising amouncing this package the public is told that the crackers are packed into a canister as they come from the oven and the canister locked. "Every canister is packed exclusively for you, you are the first to open it," reads the text. An illustration reproduced in the advertising shows the package to be a square canister, equipped with a handle for convenient carrying. A baker is shown pointing to a hook which is attached to the body of the canister. When the canister is packed this hook is slipped through a screw-eye on the cover. The value of the package as a silent salesman is screw-eye on the cover. The value of the package as a silent salesman is further increased by the use of glass windows through which can be seen its neatly arranged contents.

Hotel Advertises to Golfers

Under the caption, "What Golfers Should Know," the Bedford Springs, Pa., Hotel is using newspaper advertising to acquaint Philadelphia business men with its services to golfers. A schedule of the tournaments which are to be played on its links is given together with an assurance that the hotel has every convenience for the comfort of has every convenience for the comfort of the golfer and his family.

Malt Extract Account for Cincinnati Agency

The American Beauty Malt Extract Company, Cinicinnati, has placed its advertising account with the Midland Advertising Agency of that city. Newspapers will be used in a campaign which will be conducted on American Beauty Malt Extract.

Salesmen's Catalogues That Save Years of Technical Training

Albert Pick & Company Salesmen Would Never Get a Working Knowledge of Their Line without This System

By G. A. Nichols

HOW can a salesman acquire technical knowledge if, for example, he is representing a firm such as Albert Pick & Company of Chicago, manufacturers, importers and jobbers of equipment, furnishings and supplies for hotels, restaurants, hospitals, soda and billiard parlors and a considerable list of similar institutions? know intimately, each of a score or more of merchandise classifications handled by Pick, means years of experience, study and work. If a Pick salesman had to put in all the time necessary to get a working knowledge of the many things he sells he would be almost ready to die of old age before he got around to actual sell-

But he must know the goods just the same. If he does not, then he becomes merely a bush-beater who finds prospects that cannot be sold until they are visited by experts. This increases the selling expense, to say the least.

Pick, being unable on account of human limitations to teach the salesman what he needs to know, has done the next best thing and makes it possible for him to use what the other fellow knows.

This is accomplished through a system of salesmen's catalogues. These have simplified what was a formidable sales problem and have standardized production in rather an amazing way. The catalogues are much more than mere lists of the concern's merchandise. picture the goods so accurately and faithfully that the salesman has on paper what really amounts to a mammoth sample What otherwise might be a mass of bewildering data is put down in orderly fashion. If the salesman can read he has no excuse for not knowing all the essential facts about the goods.

A large part of the Pick business consists of manufacturing and installing kitchen equipment for hotels, cafeterias, restaurants and The lunch-rooms. equipment needed for this purpose covers such a wide range that the services of numerous experts, each covering a particular branch of equipment, are needed. One department takes care of ranges and kindred equipment, another of coffee urns and still another of steamers and jacketed kettles. A man may know all about dish and roll warmers, tables, sinks and similar equipment but be unacquainted with steam tables, bain marie pans and luncheonettes, dishwashers and silver burnishing machines, bake ovens, mixers, ice cream freezers and refrigerators and a long list of other essentials. It is quite a sizable task for any salesman to assimilate the essential features of all these goods,

PRINTED WITH GREAT CARE

Some of the firm's kitchen equipment engineers know all the lines but these men are too high priced to send out on ordinary selling jobs. Consequently to give each salesman full information about the merchandise, and to enable him to know exactly what the firm is equipped to do for its customers, a special salesman's catalogue has been compiled. there is a special catalogue of decorated chinaware for hotels and restaurants. These two books are expensive propositions printed on heavy paper, with the very best of engravings used. They are compiled and printed with just as meticulous care as would be the case were they being sent to the best informed, highest class and most discriminating trade in a bid for mail-order business.

The conventional method of

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KPO The San Francisco Call Talking

The San Francisco Bay area is situated in a region apparently peculiarly adapted to the clear reception of Radio waves through all the months of the year.

Half a dozen huge broadcasting stations have done much to promote Radio interest and increase Radio popularity, until it has become the principal "indoor sport" of a million and a half of people who, as a class, are known to national advertisers as "good spenders."

Broadcasting over KPO and publishing daily a complete and highly entertaining Radio section, The Call has earned fairly the right to speak for these fans and has come to do so more generally than does any other newspaper in its field.

The Call specializes in Radio service and Radio advertising. It will be glad to "broadcast" you to its splendid Radio clientele.



Aug. 28, 1024

compiling material of this kind for salesmen is to make up a portfolio of photographs with a quantity of typewritten explanatory material. Or, if the concern already has a mail-order catalogue. the salesmen are expected to use copies of it. The Pick firm prints on heavy paper, for the salesman's use, special editions of its general catalogue and its catalogue of soda fountains and supplies. These are copies of the regular mailorder book. But on kitchen equipment and china the catalogues are made for the salesman alone.

The cost of producing these two special books runs well up into five figures and this makes the plan all the more out of the ordi-Where a firm might not nary. hesitate, under certain circumstances, to spend a great many thousands of dollars in sending out a de luxe catalogue to cer-tain portions of its trade, it would not think of making such an expenditure for the salesman alone. Salesmen are somehow supposed to know enough to make such expensive effort unnecessary. this is just where the Pick plan differs from the conventional. The results are seen both in increased selling efficiency on the part of the men and in very nearly bringing about a condition of standardized production in the Pick factories. Here is a merchandising feature worthy of the closest study by every manufacturer who is producing a large number of patterns and kinds of certain articles, the market for which might just as well be filled with fewer.

"For a long time," explains Vincent R. Bliss, advertising manager of Albert Pick & Company, "we manufactured most of our kitchen equipment practically to order. The planning and installation of the kitchen in a large hotel or restaurant are necessarily matters for individual treatment. You cannot sell this class of goods as you would sugar or potatoes. The kitchens differ in size. There are individual preferences as well as financial limitations to consider. But our engineers found,

after a time, that, after all, kitchen equipment could be standardized to an extent. No matter how elaborate or simple a kitchen layout may be, certain essential articles are needed, the only difference being in size and capacity. We discovered to our intense satisfaction, that almost any installation could be made up largely, or almost wholly, out of standard equipment thus doing away with the necessity of special manufacturing and enabling us to make better prices to our customers.

After we had seen these possibilities of simplification in manufacture and installation there then remained the sales problem. An expert salesman could go to a hotel or restaurant and sell the entire job out of standard goods. Another salesman, not intimately acquainted with this class of merchandise, would be almost sure to get an order providing for much special manufacture. cases this was unnecessary and was brought about because the salesman did not know the line in an expert way.

CATALOGUE HELPS SELL STANDARD EOUIPMENT

"We got up this kitchen equipment catalogue to solve that problem. In it the various divisions of merchandise in this line are taken up in order. The illustrations are as perfect as we can For example, there make them. are cross-cut sections of coffee urns, ranges, dishwashing. machines, slicing machines, vegetable peelers, beverage coolers and other items showing in the most intimate detail how they are made and how they can perform certain functions. To make things even clearer, many of the illustrations are reproduced in colors. The idea is to tell the salesman exactly what the merchandise is and then to give him something definite and concrete that he can show his customers.

"There are no prices in this equipment book, these being provided for by special price lists which the salesman keeps in his possession. He therefore can show

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One for Each Family!

The U. S. Census Bureau estimates the population of Omaha on July 1, 1924, as

208,025

The U. S. Census of 1920 averaged 4.3 persons to each Omaha family. Therefore, the number of families in Omaha on July 1, 1924, was, according to the Census Bureau:

48,377

And the paid circulation of the World-Herald in Omaha (not including Council Bluffs), was, for the month of June, 1924: * *

48,879 DAILY—and 44,035 SUNDAYS

In other words, on each week day, the World-Herald sells in Omaha more than one paper for each Omaha family—and on Sundays sells 91 World-Heralds for every hundred Omaha families.

In the city of Omaha, the World-Herald leads the "next" paper in paid Omaha circulation by 80% on week days and 73% on Sunday!

That's why the World-Herald carries more paid advertising than the other two Omaha papers COMBINED!

* * Average of first six months, 1924—DAILY, 47,675; SUNDAY, 43,605

OMAHA WORLD-HERALD

O'MARA & ORMSBEE, Inc., National Representatives
New York Detroit Chicago San Francisc

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School days mean pay days for more than 1600 school teachers in Albany, N. Y.

Most of them aren't school marms either—but up and coming young women who read ads as well as Angelo Patri's article in the Albany Evening News every day.

A \$2,543,795 payroll—easily reached—warrants your advertising.

John amore Publisher

The Knickerbocker Press and Albany Evening News

National Representative

John M Branham Co., New York and Chicago

the book to any class of customer. He and the customer can study it over together, thus having a very fair substitute for the actual merchandise. The outcome usually is that with the book the salesman and his customers are able to work out an equipment plan that can be filled entirely from the goods we already have in stock. The workings of the salesman's catalogue in this respect alone are more than worth its cost, to say nothing of the increased sales it has brought about by making the salesman better acquainted with our entire line."

TECHNICAL APPEARANCE IS CARE-FULLY AVOIDED

Necessarily, in a technical book of the kind spoken of by Mr. Bliss there must be a considerable amount of reading matter. For instance, Pick salesman's kitchen equipment catalogue must describe the workings of the various items and show how kitchens of various sizes should be arranged to bring the best results. Yet, the book is a highly illustrated treatise on the subject of economical and efficient kitchen equipment with all the high-sounding and technical features left out. There are no blueprints and no physical suggestions of engineering. But, with consummate skill, the merchandise itself is so arranged and pictured that its story is told much more effectively than could be done in a technical way. Yet the whole thing is scientifically correct. It is an example of reducing and engineering a proposition to a basis where its story is forcefully and faithfully told by means of pictures and easily understood words.

In the salesman's catalogue of decorated chinaware, however, there is not one word of reading matter. Here pictures tell the story. The pages, of unusually heavy paper, are printed only on one side. Against a black background appear pictures of each pattern of chinaware in the original colors. There is no wording or description other than the name of the pattern at the top of the page and a notation "Semi-Porce



RESULTS

MESSRS. Abram Allware, Ltd., Proprietors of the "Cosy" Pot, a British invention which has been patented throughout the world, inserted a small a vertisement in he SUMMER NUMBER of "PUNCH." Results have been indicated in two letters, from which the following are extracts:

From the First letter, dated July 8, 1924

"I am sure it will interest you to know that we have had a splendid response from the advertisement in the SUM-MBR NUMBBR of 'PUNCH' from all parts of the World, even as far away as the centre of South A rica and from Kenya Colony. I do think, for a speciality such as ours, 'PUNCH' is almost unique as a broadcasting Agent."

From the Second letter, dated July 31, 1924

"It may interest you to know that enquiries are still coming in from all parts of the World regarding the 'Cosy' Pot as advertised in the SUMMER NUMBER. Two of our latest enquiries are from Ottawa, Canada, and from a small town in British Columbis. Both of these enquiries distinctly mention 'PUNCH' SUMMER NUMBER."

These Results prove once again that the Extra Numbers of "PUNCH" re of great commercial value to the Advertisers using them. "I UNCH" has only two extra numbers each year—tie SUMMER NUMBER in June and the A MANACK in November. They ought to be included with every advertising campaign running in the regular weekly issues of "PUNCH."

MARION JEAN LYON
Advertisement Manager, "PUNCH"

10, Bouverie Street,
London, E.C. 4, Eng.

The Atlanta Journal

Atlanta, Ga.
Covers Dixie Like the Dew

On the day of sale High, Low and Close of ALL Stocks and Bonds sold on the New York Stock Exchange are carried in The Journal's Financial Edition.

New York Curb Market, Chicago and Boston Stocks, New York, Liverpool and New Orleans Cotton quotations, as well as spot cotton prices of Southern markets and miscellaneous markets covering about every commodity in which producers and buyers are interested, are quoted.

Doubtless The Journal publishes more market and financial news than any other newspaper issued in a city of Atlanta's size.

Advertising in The Journal Sells the Goods



We have many good friends

Because, having grown large enough to be complete and independent, we have not overlooked remaining small enough to realize that the customer is our boss.

THE YORK PRINTING CO.
YORK, PENNSYLVANIA

New York Office 156 W. 34th St. Phone Chickering 0017 lain," "Hotel Ware," "Hotel Porcelain," "Translucent China," "Vitrified China," or whatever the pattern may be. Under each piece the stock number is given and this is all. The salesman has his price list in a separate book, thus enabling him to let anybody see the chinaware book and get almost as accurate an idea of the quality and appearance of the merchandise as could be gained by an actual inspection of the company's stock floors.

These two books together with the mail-order catalogues of general supplies and equipment and soda fountains and supplies give the salesman an accurate viewpoint of the company's entire range of merchandise. They enable him to fill in places where he is deficient and to become an all around salesman. His worth to his firm and the record of his sales grow in proportion to the way in which he studies this lit-

erature.

Pick believes, too, that the truly successful salesman must know more than the merchandise his firm handles-that he must know the advertising the firm does to To give sell the merchandise. him a view of the methods used to supplement his personal efforts among his trade he is supplied with a portfolio showing all the business-paper advertising the firm has done during the previous year. This is educational also in that it was planned so as to educate customers as to certain features of Pick's way of doing The advertising in the things. current salesman's portfolio undertakes to take the customer behind the scenes in the manufacture of Pick's kitchen equipment. The advertisements contain large pictures of certain merchandise under actual process of construction.

One for example, is a bank of heavy-duty electric ranges. The picture shows the factory scene with several workmen engaged on the ranges which are nearly complete. Another scene shows the actual erection of a long section of back counter equipment. This

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A real buy

THE YOUNG HOUSEWIFE:

"Professor, can you tell me how to run my house without using so much coal?"

THE FAMED ECONOMIST:

"Certainly, my dear, burn wood"! SO—THAT'S THAT

College Humor -

has an A. B. C. guaranteed circulation of 250,000 copies

for the Autumn issue

The present rates are \$1.25 a line \$5,25.00 a page.

By comparison you will learn that—right now COLLEGE HUMOR is a real BUY.

PROTECTION

Reservations placed now will protect you at the present low rates for the next 5 issues—December '24, February '25, April '25, June '25, and August 1925.

THE RATES WILL BE INCREASED SOON. NO RESERVATIONS AT PRESENT RATES CAN BE ACCEPTED AFTER OCTOBER 20,'24.

Watch for next month's announcement in Printers' Ink Weekly

For further information consult your files or get in touch with our nearest office

College Humor

NEW YORK

Geo. W. Stearns Flatiron Bldg. Ashland 7329 110 W. Chicago Ave. Chicago, Ill. I. M. LANSINGER. Publisher LOS ANGELES Gordon Simpson Chapman Bldg. illustrates not only the quality and workmanship behind the goods but also how the counter equipment can be purchased in units.

An interesting advertisement is one showing a view of the sheet metal working division of the Pick factory. There is pictured a giant power brake used in the forming of sheets of metal for use in constructing cooks' tables, steam tables, sinks and similar

equipment.

A study of the advertisements proves even more instructive to the salesman than to the customer as the salesman naturally is more receptive. The plan goes to show, though, that interesting educational matter having to do with merchandise is effective alike for use upon the man who sells as well as upon the one who buys. Merchandise is merchandise after all and difference in viewpoint need not necessarily interfere with standardized presentation of the message.

Sardine Box Helps an Auto Tire Tube

THE sardine tin is too familiar to al! of us to call for description. The little key, which "unwinds" the air-tight container,

is known to everybody.

The Ajax Rubber Company, New York, manufacturer of automobile tire tubes, has borrowed this idea and adapted it to the merchandising of its product. True, the Ajax container is only part of the company's radically new selling plan. But it is an important part, and once again emphatically proves that the application of ideas is limited only by each individual's ingenuity and that the chant about "my business is different," is just plain bosh.

What the company has done is to seal hermetically an automobile tire tube in a three-color, lithographed metal container. Air and light are the arch enemies of vulcanized rubber compounds. They cause rubber goods to deteriorate and one of the tire tube industry's problems has been to

prevent unsalable over-stocks from cluttering up trade channels. Otherwise there would be financial losses due to the necessity of disposing of the old tubes at clearance prices or there would be the danger of certain reputations being harmed by the marketing of these old tubes as first-class goods.

All this risk, it is said, has been eliminated by the new method of Ajax Gaspac Tubes, are scientifi-cally rolled and packed in a tin container. This is then filled with a harmless, non-inflammable, nonexplosive gas which preserves rubber indefinitely and causes the tube to retain its original life and vitality. In addition, the new packing prevents breakage. Spare tubes are generally subject to abuse when carried about in a car. The metal container offers substantial protection against knocks and jars. The same sort of key used in opening a tin of sardines is used to open the Gaspac.

A four-page, colored insert in automotive trade publications is announcing the Ajax Gaspac to distributors. The first circularization of the trade brought orders exceeding the company's manufacturing capacity and advertising to the consumer is now under way.

Procter & Gamble Earnings Increase

The Procter & Gamble Company, Cincinnati, for the year ended June 30, 124, reports a gross business of \$121, 372,682, and a net income, after depreciation and taxes, of \$8,629,447. These figures compare with a gross income of \$109,776,389 and a net income of \$1,97,76,389 and a net income of \$1,552,825 in the previous fiscal year; gross income of \$105,655,386 and net income of \$7,340,327 in the 1921-22 fiscal period, and gross income of \$120.019,727 and net income of \$3,729,559 in the 1920-21 fiscal year.

Walter V

Radio Account for Cincinnati Agency

The advertising account of the Silverset Radio Company, Cincinnati, has been placed with The Henry B. Flarsheim Company, Cincinnati, advertising agency. A national campaign in radio magazines and newspapers is planned.

During 14 years our largest account never exceeded \$200,000 a year

Along came Paige-Jewett comparing us with larger agencies

Five minds to each client's work-Hoops' methods of copy creation

That was our organization

—that's the service we render to all

It won us that \$1,000,000 account—holds it satisfied today

How many minds, what methods, what satisfaction, does your agency give for its 15%?

[18]

HOOPS, President David C. Thomas, Vice-President David C. Thom

ADVERTISING COMPANY - CHICAGO

Two evening papers give 99% coverage in Portland, Oregon

MAXIMUM unduplicated circulation means the greatest efficiency for your advertising expenditure. Here in Portland, Oregon, two evening papers deliver it.

To reach the 103,000 families in the Portland trading area*, The Telegram and one other paper have a combined city and suburban circulation of 102,472. Ninety-nine per cent coverage, plus! There is minimum duplication between the two. No other paper or combination so intensively and so economically covers this market.

The Telegram is Portland's only afternoon Associated Press paper. For efficient economical coverage of Portland it should be included on your list.

Let us tell you how our merchandising department will help you get maximum distribution and dealer interest.

> *Portland's population is only one-third that of the entire state of Oregon. The other two-thirds are another market. They have ten jobbing cities. They are best reached through their own twentyfour home town dailies.

Portland, Oregon, Telegram

Portland, Oregon

Lorenzen & Thompson, National Representatives
New York Chicago San Francisco Los Angeles Seattle

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Government Analyzing Markets

(Continued from page 12)

result in more accurate measurements than are now possible.

The second class of studies may best be explained, perhaps, by comparing them with the numerous surveys of foreign territories by the Bureau. Any American manufacturer may now apply to the Division of the Bureau to which his industry has been assigned and be supplied with all of the facts regarding practically any foreign country necessary to the successful merchandising of his product. He will be furnished with statistics covering the exports of goods similar to his own to the country he is interested in and over a long period of years, and with a mass of helpful facts and figures besides complete information regarding transportation, storage, expense, buying habits and the like.

There is no reason why the have Government should not available similar information regarding every State in the Union, and some headway has been made, at least, in that direction. Ultimately, the Division will be able to tell a manufacturer who is contemplating branching out into California or Nevada, or any other State, just as much regarding the physical aspects and economic conditions of the new territory as the Bureau now can inform him about Brazil, France, Holland, or any other foreign country.

When the subject is approached from the third direction we find a great diversity of methods and much conflict of opinion. A study of sales practices includes the routing of salesmen, establishment of sales quotas, contracts with distributors, use of warehouses as centres of distribution, packing goods for shipment and so on. And after making several investigations and talking with a large number of manufacturers and distributors on the subject the Division was convinced that this

branch of the field will offer innumerable opportunities for better and more economical distribution methods.

The first study in this class covers the mapping of territories and the routing of salesmen. It is expected that this study will be published early in the fall. The report will contain a series of maps covering all of the States and showing how various territories can be most economically arranged, and will present statistical information furnished by about twenty-five successful concerns.

Early in this study it was found that the matter of routing salesmen is of a great deal more importance than it is usually considered, and it is believed that the findings of the report will come as a surprise to a great many sales managers. The results of the study appear to indicate that a large part of all the concerns that travel salesmen could materially reduce their cost of selling by rerouting their men on a more economical basis.

In one instance, in studying the methods of one of the largest. manufacturing concerns of its kind, it was found that the practice of fixing territorial boundaries according to State lines was costing many unnecessary thousands of dollars every year. Comparison of the traveling expenses of this concern with the reports of several other companies indicated that a saving of more than 20 per cent could be made by rerouting the large force of salesmen according to railroad lines and times schedules.

It should be remembered that our railroads were built mainly to serve definite territories, and when the sales manager looks too hard at State lines in routing his men he builds up artificial barriers in many instances. So I think that this report will come as a revelation to a great many manufacturers and distributors who are routing their salesmen on the State-line basis.

From the maps, statistics and records presented by the report, any sales manager can establish



An Important Market for Bathing Suits

The annual regatta at Biloxi, Miss., this year attracted crowds of spectators. There were 49 different boats entered for the races, making 12 different classes.

This part of the Mississippi Gulf Coast is the South's most beautiful and popular water resort. Here, every kind of out-door sport is enjoyed practically all thru the year. And here is a ready market for all articles connected with boating, fishing and swimming.

Bathing Suit Manufacturers, take notice! Use the advertising columns of the Daily Herald and you will get immediate and profitable results.

THE 攀 DAILY HERALD

Gulfport Mississippi Biloxi GEO. W. WILKES' SONS, Publishers

JOURNALISM Taught by Journalists

The location of N. U. Medill School of Journalism offers two distinct advantages—(1) The majority of the staff occupy important posts in Chicago newspaper offices. These men have access to professional material and know the best daily practice. (2) Opportunity for practical investigation of Chicago publishing and newspaper plants.

Two unique teaching systems,—the laboratory and the workshop methods. Special weekly lectures by men prominent in the profession. Liberal and cultural studies in other schools and departments of Northwestern University, B. S. and M. S. Degrees. Courses include Newspaper Reporting and Editing, Dramatic Criticism, Editorial Writing, Feature and Magazine Writing, Short Story Writing, Problems of Contemporary Thought.

Write for Bulletin No. 43, giving full details of courses, lectures, etc. Address

N.U. of JOURNALISM

NORTHWESTERN UNIVERSITY
443 Commerce Hall Evanston, Ill.

many facts for comparison with his own traveling expenses, and, I think, find valuable suggestions for the rearranging of his territories. A study of the railroads in any section of the country, with entire disregard for State lines, will be enlightening to those who have always arranged their territories according to States.

Then, when rearrangement of territories is contemplated. I believe these reports show the advisability of consulting the salesmen in every instance. Usually they are aware of the causes of losses of time and actual expense; but many of them are so accustomed to the State-line barrier that they do not protest. However, they are familiar with the loss and inconvenience of doubling back when they reach the limit of their territories, of waiting at junction points for trips that are arranged according to geographical routing, and with other losses from the same cause,

In this report, as in the others, manufacturers will find that the Division has not tried to arrive at any formula or all-inclusive method. The records plainly show that every line has its peculiar necessities and that absolute rules, even in the matter of routing salesmen, cannot be followed by all industries, or by all in any single industry. Branch offices and stock-rooms, channels of distribution, the necessary time element, the size of the line and many other factors all influence the matter of territorial boundaries.

Almost every commodity requires a plan of mapping out territories peculiarly its own; but, as a whole, all economical plans have something in common, and in the report it has been attempted to define and present the common principles. For example, it has been found that, for the majority of distributors, every territory, if possible, should be laid out according to its relation to the dominance of the cities within it and with respect to all traveling and distributing facilities, regardless of State lines, and that the home of the salesman within his own territory is also to be counted

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A Good Market Made Better

AN INCREASE OF A BILLION AND A QUARTER DOLLARS (\$1,250,000,000.00) in the value of the 1924 grain crop in the last sixty days is the most welcome bit of information that has come to this country since Armistice Day.

The latest estimates show that the total value of farm crops alone, for 1924, will be in excess of eleven billion dollars (\$11,000,000,000.000).

One billion more than 1923 Two billion more than 1922 Four billion more than 1921

—and practically 100 per cent more than the five-year, pre-war average received by American farmers for their crops.

Prosperous farmers are big buyers of merchandise advertised in their favorite farm papers. They are in the market for your product and have the money and will buy your line or your competitors.

The RALSTEN FOUR-COLOR INSERTS, in the leading state farm papers—the Standard Farm Field, offer you an opportunity to dominate the farm market.

Over 86 per cent of the total eleven billion dollars will be paid to the farmers in the twenty-nine leading agricultural states in which our circulation is concentrated.

Experience, and an endless number of tests show that good four-color advertising will outsell black-and-white, or any two colors, from four to seven times, and you can buy the RALSTEN FOUR-COLOR INSERTS for about a half more than the black-and-white rate.

Beginning with the January issues, 1925, the price will be \$12,000 per page, with a circulation of, approximately, 1,700,000.

Get the jump on your competitor by using the biggest and most effective advertising in this prosperous market.

The Farm Market-The Money Market!

FRED H. RALSTEN COMPANY, Inc.

163 W. Washington St. Chicago, Ill. 95 Madison Avenue New York City, N. Y.

THE FOLKS NEXT DOOR

The Telegram-Mail keeps a daily circulation record in complete accordance with the requirements of the Audit Bureau of Circulations.

That record shows the six months average daily circulation of The Telegram-Mail (Jan. 26—July 26, 1924) to be

220,449 NET PAID.

9.9

PER CENT.

was outside New York but within fifty miles of City Hall. 98.5

PER CENT.

was within the City of New York and the New York trading district. This includes 9.9 per cent outside city but in the fifty-mile radius. 1.5

PER CENT

was country and mail subscriptions outside fifty-mile radius.

When you use advertising in The Telegram-Mail you are talking to people within purchasing distance—the folks next door—people who can and do respond promptly to your message.

The New York Telegram and EVENING MAIL

Publication Office: 73 Dey Street, New York City

Eastern Representative: DAN A. CARROLL 110 East 42nd Street, New York, N. Y. Western Representative: J. E. LUTZ Tower Building, Chicago, III. a ve Al mappof of ways Engl Mair Mass

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a very important consideration.

All sections of the country are mapped in the report for purposes of comparison, and in various We first consider New England, the section embracing Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, and we accept this territory in its entirety with Boston as a convenient point of headquarters or branch house location. Then with the maps we show how this territory can be worked at a saving of traveling expenses by including with it the northern part of New York State or the eastern territory adjoining New With the latter ar-England. rangement the economy of having the salesman cross State lines as he works north or south in the Western section of the territory is plainly demonstrated.

A more intensive plan places Connecticut with New York as a territory; another shifts western Massachusetts into the New York zone, and a third includes Vermont. Still another arrangement includes Maine, New Hampshire, Vermont and the extreme eastern parts of Massachusetts and Rhode Island, and all of Connecticut. Boston, with the extreme eastern parts of Massachusetts and Rhode Island is also treated as one zone, and this plan is shown to be advantageous because all of the railroads serving this territory centre in Boston. Western and central Massachusetts with Connecticut and the western part of Rhode Island with a thin slice of New York can also be covered with a minimum of lost motion.

This outline of New England will give an idea of how we have treated the other sections of the Maps country. will illustrate every plan suggested. And in very thickly populated areas, such as that of New York City and the immediate territory, we will endeavor to show how successful concerns are selling their goods with the least possible expense in time and money.

Our effort is to give the sales managers of the country a presentation of the most economical practices in arranging territories and routing salesmen for domestic selling. Later reports will cover other phases of our third division of the subject of distribution, and the Division expects to publish several of them before the first of the year.

By this time, I suppose, many of my readers have supposed that the Division neglected an indispensable factor of our distribution; but for many months a part of this organization has been at work in the retail field, and during the next three or four months the Division expects to publish at least four reports on retail methods that have now reached the final stages of preparation.

The first report of the series will cover location factors in retailing. opening a retail store, planning the store, layout of interiors, measuring retail markets, automobile parking restrictions, effect of location and similar subjects. second will deal with the important phases of retail store management. The third will discuss the solution of important retail store problems. And the fourth will handle the very important subject from an economic viewpoint of cancellations and returns.

While a great deal has been written on these subjects for the benefit of retailers, the Division has been able to gather much information and many interesting facts that have not been generally circulated, and it believes that the series will tend to correct some of the uneconomic practices that have been attached to a rather widespread degree to our retail distribution. The necessity of educating the retailer is recognized everywhere, and the expressed interest of thousands of retailers in this phase of the Division's work promises a wide circulation for the reports.

In this article I hope that I have clearly shown that, while the Division work is apparently in the interests of the distributor, manufacturer and retailer, it is just as important to the public. Economies in distribution must mean better prices, values and service to the public, or the Divi-

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sion's work as a public agency is in vain. When the reports are read with this thought in mind, I believe that advertisers will find them to contain helpful suggestions as to markets and many of those intimate facts regarding demands that are indispensable to the writing of good copy and the placing of effective advertisements. For sales managers we have tried to make them practical guides to opportunities for more economical selling and distributing. It is also desirable that the reports serve the important purpose of informing the retailer of the part he plays in solving many of the manufacturer's and distributor's problems, and of furnishing the manufacturer with facts and information regarding the retailing of his goods that will facilitate his distribution.

I hope that all who are interested in the work of the Division of Domestic Commerce will realize that we are pioneers, that while our distribution has had a marvelous growth we have learned comparatively very little about the fundamental principles of domestic commerce. Hence every publication that is issued invites constructive criticism, since every improvement made and every progressive plan that is adopted will necessitate the publication of more complete and advanced records. Co-operation is absolutely essential, and the Division is convinced that there is hardly a business concern in the country that cannot contribute in some way to the solution of the vast problem of how to reduce the cost of distribution.

J. W. Sanger to Join New York Agency

J. W. Sanger has resigned as trade commissioner of the Bureau of Foreign and Domestic Commerce to become vice-president of the Foreign Advertising & Service Bureau, Inc., New York. He has been with the Bureau as a trade commissioner since 1917 and during this time was engaged in advertising, merchandising and newspaper investigations in South America, Australasia and the Far East. Mr. Sanger will take up his new duties on September 1.

A Leading Department Store in the New York District may have the Most Effective Advertising Typography IN THE COUNTRY in its advertisements and direct mail literature. It will not be bought on price, but more money will be spent (if necessary) to secure results that will surpass the best that is being done. These results are GUARANTEED most effectively. TYPOGRAPHIC SPECIALIST who will secure this distinction for the department store is thirty-seven, married, and will, when satisfactory connections have been established, furnish a resume of his remarkable experience and references from department store officials who are known from coast to coast.

Address "J," Box 113, care of Printers Ink.

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PROSPERITY for All Oklahoma

A TOTAL valuation of \$500,000,000.000 has been placed on Oklahoma's 1924 crops. A half billion dollars—think of it!

Oklahoma's tremendous cotton crop is estimated at over a million bales, valued at 169 million dollars. A corn crop of 74 million bushels-twice last year's yield-worth over 74 million. 53 million bushels of the BEST Wheat ever produced in the state will bring 58 million dollars. And bumper crops right on down the crop list - oats, hay, kafir corn, fruit, berries, etc.

Advertisers! Agencies!! What a market Oklahoma represents! Never before has this state offered such a prosperous, able-to-buy market for automobiles, food products, clothing, f a r m machinery and supplies, in fact, everything.

Tulsa is situated right in the heart of a rich agricultural section, and is the gateway through which millions of dollars of these crop profits will pass. One-half of the state's population live within Tulsa's trade territory. And the Tulsa World is the ONLY newspaper covering this territory thoroughly.

50% More Circulation Than the Second Newspaper in This Territory



Oklahoma's Greatest Newspaper

Aug.

Help!

This two-vear-old New England Agency needs a man who will pitch in and do two or three men's work just as the

owner is now doing.

This man must have had an all-around experience, especially in direct-mail and trade paper work. He must be able to develop plans and then carry them out, make his own rough layouts, write copy and handle at least four technical accounts. A lot of work, yes-and a lot of pay for the right man.

He must also have enough money to tie his interest to the business by becoming a stock-

holder.

If you fill the bill, tell the whole truth in your first letter and enclose your photo. Don't send any samples of work. Confidential, of course!

Address "K," Box 114, care of Printers' Ink.

High Grade Executive Wants Job of Greater Scope

An American gentile, married, age 40, with wide and diversified experience in sales and manufacturing. For four years sales manager of corporation (national advertiser) selling highby competitive products of a technical nature.

Prior to this was five years with an internationally known corporation in a sales exnationally known corporation in a sales ex-ceutive capacity—and then some. Familiar with most of Europe as well as America. In pre-war days lived in London, Paris and Naples. Considerable experience in chemical and mechanical engineering. A thorough knowledge of the petroleum industry in all branches. Sales experience ranges from pull-lan deer hells to calling an expression presiing door belts to calting on corporation presi-Capable of taking complete charge of both sales and manufacturing. The job must yield at least \$10,000 per year.

Address "N," Box 117 Care Printers' Ink

Another Definition of Advertising

ST. LOUIS GLOBE-DEMOCRAT ST. LOUIS CLOBE-DEMOCRAT

BY AN FRANCISCO, Aug. 18, 1924.

Editor of Printers' Ink:
I have just read "Here's a Definition
of Advertising," in Printers' Ink of
July 3.
The purpose of a definition, as I view

it, is to make clear the meaning of a thing or word not understood; therefore, the definition itself must fulfill that purpose else it is a misnomer.

Is it probable that a person who does not know the meaning of "advertising" would gain some understanding of it if he should be told that—

he should be told that—
Advertising is the act of communi-cating to men, women, and children in-formation about things the producing activities of the world afford and offer for the sustenance, convenience, im-provement, advancement, comfort, and pleasure of the physical, intellectual, moral, and spiritual well-being of man-kind?

I realize that is not a perfect and exact definition, but I do believe it contains the structural requirements of a

definition.
St. Louis Globe-Democrat
Pacific Coast Office.
C. George Krogness,
Manage Manager.

New Advertising Business to Be Started at Buffalo

Finley H. Greene has disposed of his interest in the E. P. Remington Ad-vertising Agency, Buffalo, of which he has been a directing partner. On Sep-tember 1 he will start an advertising business under his own name in Buffalo.

M. P. Harold, formerly with The Moss-Chase Company, Inc., advertising agency of that city, will be associated with Mr. Greene. Mr. Harold will be in charge of copy.

C. H. Remy Returns to Denne & Company

Curtis H. Remy, formerly on the staff of A. J. Denne & Co. Ltd., To-ronto, advertising agency, has rejoined that organization after two years as secretary of the Toronto Pharmacal Co. Ltd., of that city.

Donald L. Weaver a member of the advertising department of The Christian Science Monitor, Boston, died last week at Harrisburg, Pa. He was formerly with N. W. Ayer & Son, J. H. Cross Company, Inc., and the Richard A. Foley Advertising Agency, Inc., all of Philadelphia.

With William H. Walker & Company

Miss Dorothy Emerson has been ap-pointed advertising secretary of William H. Walker & Company, Buffalo, manufacturers of shoes.

J. 1 Eastern

FOOD PRODUCT

MANUFACTURERS

The Hostess is published and paid for every month by several hundred Quality Grocers throughout the country who place a copy in the home of every customer—

YOUR MESSAGE IN THE HOSTESS DOES 2 THINGS:—

- It automatically puts your goods on the shelf of every one of our grocer distributors.
- 2 It just as surely moves them off his shelves when his customers read your message in his own magazine.

HOSTESS

We Are on the Newsstands, Too ARTHUR S. FORD

Publisher

Fisk Bldg. New York F. W. HENKEL First Nat. Bank Bldg., Chicago Western Representative

J. E. WELDON
Eastern Representative

PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. Romer. Vice-President, R.W. LAWRINCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Dwigner H. Early, Manager. Atlanta Office: 704 Walton Building, Geo. M. Kohn, Manager. St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager, Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager,

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURFHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

C. B. Larrabet
E. B. Weiss
Ralph Rockafellow
James H. Collins, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Washington: James True
London: Thomas Russell

New York, August 28, 1924

Not Enough
Goods to
Sell

It is not altogether the dogmatic grouping

of selling activities into seasons that makes manufacturers and retailers want to undertake the high-sounding operation known as "smoothing operation known as "smoothing out the sales curve." There is another kind of grouping which now is being regarded as even more detrimental to profits than the kind that causes a business to proceed on a feast-or-famine This is the policy of concentrating effort on stated lines of goods, with a result that the dealer does not have enough variety of merchandise to sell. When a man is stocked up in a way that enables him to meet only a part of the selling requirements of his customers he is in fully as bad shape as when seasonal considerations make his store comparatively inactive during certain periods. There is waste either way, but the latter is the more serious of the two—also, in a measure, useless and unnecessary,

Considerable headway is being made toward causing selling to be more of an all-the-year proposition. It is doubtful if this sales curve ever can be eliminated, although it can be, and ought to be, lessened. The producer, distributor and dealer are servants of the people and the people decree certain buying customs.

But what possible excuse can there be for a man failing to stock goods that his customers are perfectly willing to buy from him and that he could sell without any increase in overhead?

This is the question the Pierce-Motor Car Company asked itself, with a result that what might be termed a popular priced Pierce-Arrow is now on the market. The company and its dealers have all along been realizing only partially on the prestige of the Pierce-Arrow name. The car, being high priced, necessarily could appeal to rather a limited class. How about the thousands of others who wanted quality cars and would be willing to buy them from Pierce-Arrow dealers if the dealers had them to It was decided that this great potential market could no longer be ignored.

The Pierce-Arrow manufacturing program now has been expanded so as to give the company's dealers ways and means of meeting fully their sales opportunities. The dealer has two types of motor cars, a complete line of heavy duty trucks and a line of de luxe busses. Different requirements thus can be met and the dealers can come much nearer to realizing upon the asset that is theirs through having customers and prospects.

Having plenty of things to sell is just about the best way to "smooth out the sales curve." Manufacturers have been just a bit slow about realizing this great

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truth themselves and so are in no very strong position to criticize the dealer. The general awakening on the subject that now seems to be under way among advertisers is likely to have even a more favorable effect on business than the firmest friends of the idea imagine can be possible.

A group of sales If Mr. Heinz managers, during Could Eat a lunch-time dis-All His cussion of the Picklesmerits and accomplishments of their respective concerns, agreed that perhaps the greatest factor in their success, in addition to the quality of their products and efficiency of their selling methods, has been that they have made it possible for other

people to make more money than they themselves make.

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The sales managers were not trying to picture their firms as charitable institutions, nor to claim they are here merely for the joy and sunshine they can spread. But. in reaching the conclusion they did, they merely stated an economic fact that is hereby passed along as good thinking material. We hope it reaches some of the rather wordy opponents of big business who are having so much to sav these days.

When a man creates a business and makes it grow to a great size he is adding vastly more to the general wealth of the country than he is to his own bank account. Through producing goods, not for his own requirements but to sell to the multitude, he puts prosperity in the way of many people who could not possibly attain it unless somebody else made the start. He has to, or he couldn't grow big.

Suppose, to use an extreme instance, Mr. Heinz could eat all his own pickles. In that case he would not need his present huge manufacturing plant. There would not have been jobs for a lot of highpriced executives and many more workmen. The retailers of the country would have been deprived of a strongly advertised line of goods that means a profit to them -something Mr. Heinz created and passed along for their profit as well as his own. Mr. Heinz probably makes a considerable amount of money out of his business, on account of the profits that can come from volume when the return on the individual sale is small. He is entitled to it. But consider what other people have gained. In the aggregate this makes the company's share small indeed.

Or suppose Mr. Kellogg could eat all his own corn flakes and did not bother to produce any for sale. If Mr. Ford built cars only for his own personal use where would now be the millionaires he has made or the thousands of distributors over the country who are piling up tidy fortunes?

If certain well-intentioned people would only think a little bit and not swallow whole the foolish talk of politicians who are trying to get something for themselves or of agitators who air their socalled opinions for the mere love of it, there would be a much saner view taken of business in general.

Forcing Sales The Government has begun an exdown the periment which Public's business execu-Throat tives may watch attentively. The old silver dollar, more familiarly known perhaps as a "cartwheel," is the

subject of the test.

Periodically, Government officials try to force silver dollars into circulation. Various devices have been employed and at times. some millions have been placed in circulation. However, they have never remained in the channels of trade for long. In surprisingly short time they found their way back to the banks and from the banks to the Government depositories. It has simply been a case of the public definitely refusing to be inconvenienced by carrying the "cartwheel" instead of paper money.

At the present moment, the Government is trying once more to introduce the silver dollar in the East. East. The plan is to force "cartwheel" into circulation by using it in making up weekly

pay-rolls in the Treasury Department. Unless previous experience proves to be wrong, the effort to change the money habits of a nation may prove more of an example of foolhardy courage than of practical wisdom. It is seldom possible to force things down people's throats. Even when it can be done it is never profit-From the business standable. point especially, it is always better to sail along with public sentiment rather than to endeavor to buck it.

In a recent in-Introduce stalment of his Quality delightful series Goods Now of reminiscences. "Forty Years of Hardware," ap-pearing in Hardware Age, Saunders Norvell tells how he made it possible for boys to buy a good ten-cent pocket knife. One day several years ago when he was head of the Norvell-Shapleigh Hardware Company, he discovered accidentally what wretched knives were being sold to boys.

On this occasion he had given his little son a quarter. The boy invested the money in a pen-knife. When Mr. Norvell saw that the knife would cut nothing he found on investigation that it represented the only kind of boy's knives to be had on that market at that time. Even Mr. Norvell's own company carried this

"trash," as he calls it.

Mr. Norvell then set out to have made a "one-bladed, cocobolo small pocket knife, with a blade that would cut paper like a razor." By producing the knife in tremendous quantities and by getting the manufacturer and distributors to shave their profits to the bone, this knife was sold at retail for only ten cents. The old worthless knife sold for twentyfive cents. The quality of the new knife, and its low price, combined with aggressive selling quickly established it in the hardware market.

Mr. Norvell cites this knife incident as one of many illustrations to prove his contention "of how a very large business can be built up simply by improving the quality of the goods." The significant thing about his contention is that he says opportunities for selling of this kind always exist in many lines of merchandise.

The opportunity exists right And what is more, the best time to introduce a quality product is during a period such as we are now entering. We have passed through a mild depression. At such times, there is intense competition. Under the pressure. prices sometimes give way all through an industry. What is through an industry. more, quality frequently follows prices. Where this has happened. the best time to restore the old quality standards is when business starts on the upgrade. It is then easier to get better prices. There is not so much sales resistance. Buyers are in a more cheerful mood and for the time are more interested in quality than in prices.

Quality merchandise rides to an easy market in boom times. This applies not only to the priceridden industry, but to any industrv. The product whose chief sales appeal is quality can be best put over, both in selling and advertising, when the sap of optimism is rising in the commer-

cial world.

Ford Company Now Making Accessories

The Ford Motor Company has commenced the manufacture of windshield wipers, rear view mirrors, and dash lights for its sedan models. It is understood that production will start shortly on these accessories for its other models. This entrance into the accessory market created by its own cars is taken to mean a change in Mr. Ford's attitude toward accessories. No statement by company officials has as yet indicated what the range of accessory items may be in the future.

Montana May Enact

"Printers' Ink" Model Statute The Advertising Club of Great Falls, The Advertising Club of Great Falls, Mont., is supporting a movement to have the Printers' Ink Model Statute against fraudulent advertising written into the laws of the State of Montana. L. W. Wendt, president of the club. informs Printers' Ink that a bill will be brought before the next meeting of the Montana Lexislature which will be held early in 1925,

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Newell-Emmett Company

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Advertising . Merchandising Counsel

120 WEST THIRTY- SECOND STREET

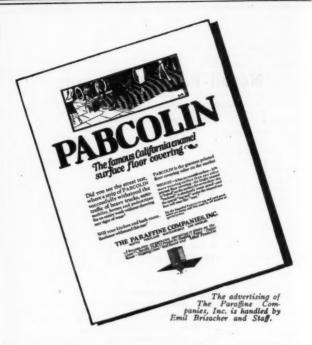
New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



The Paraffine Companies, Inc., individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	Title	WEEKLY M	IONTHLY
W. H. Lowe	Gen. Mgr., Paint, Roofing and Floor Covering Division	Yes	Yes
	Sales Manager, Roofing and Floor Covering Division	66	66
H. J. Lilleston	Assistant Manager, Roofing and Floor Covering Division	66	66
W. H. Thomas	Sales Manager, Board and Paper Div.		44
D. S. Evans	Manager, Export Department	"	46
	Advertising Manager	66	"
	Traffic Manager	66	66
E. F. Seagrave	Assistant Sales Manager	66	66

Boncilla, Laboratories Inc.

"PRINTERS' INK is one publication which is not even on speaking terms with the waste-basket in our office.

"When our copies of Printers' Ink arrive, they are read carefully by the heads of every department, various articles discussed in conference and we have been able to adapt a great many of the ideas conveyed therein, to our own business, with very satisfactory results.

"We consider it both—a luxury and a necessity."

BONCILLA LABORATORIES, INC. H. J. Burgess, Advertising Manager.

(HICAGO MILL AND LUMBER OMPANY

"A routing slip is pasted upon the cover of each issue of the PRINTERS' INK Publications and is sent in regular order to some ten or twelve individuals, particularly interested in it. Articles of peculiar interest to salesmen or to others who do not read the publication regularly are copied and distributed separately.

"We count the publications as being of very great value to the sales and publicity departments."

CHICAGO MILL AND LUMBER COMPANY, W. D. Burr, Director, Wood Package Division.

The Little Schoolmaster's Classroom

I JNCONSCIOUSLY, an advertiser may turn his message into a burlesque without ever having intended to do so.

And he is never permitted by the public to forget it for an in-

A two-column newspaper advertisement was sent broadcast by a manufacturer of a special product for coating the masonry of basements, where moisture was likely to collect.

And the headline was the most important unit in the display. It

read:

"Wet Cellars Made Dry."

The advertisement had sooner started to run than the manufacturer began to receive letters with the two-column display enclosed and written upon.

Some of these inscriptions were

sarcastic:

We are making ours dry fast enough

Give us the name of any wet cellars you know.

Is there a really wet cellar left in America?

If we had a wet cellar we wouldn't want it made dry. What is your special recipe—a thirst? You are an out-and-out Prohibitionist,

we take it? Anti-saloon League stuff, eh? We want a way to make our cellar

wetter.

In other words, the serious advertisement was immediately transformed into a burlesque, because of an ill-advised headline which had been innocently written

In a suburban town outside New York, a merchant tried a daring experiment. That it failed, should carry special significance to those who have a little doubt remaining as to the efficacy of advertising.

Having had several rough tilts with manufacturers of widely advertised lines and being a stubborn man (a druggist) he made a sharp turn about and in a series of signed advertisements in his local paper, declared that henceforth he would sell only such goods as he himself knew to be superior and which, in every case, would not carry the familiar brand names.

His advertising was rather in-

genious.

Here is a fragment from one

of them:

"As a druggist of thirty years' experience, I know my business. I know what is good and what is Take tooth-paste. I can, from my own laboratory analysis, distinguish that which is worthy from that which advertising has made famous and popular. same idea may be applied to everything sold in a drug store, to Trust to my a large extent. judgment as a druggist. articles I sell may not have elaborate labels and may not be known to you, through advertising, but they are trustworthy and tested -by me. I will stand back of every one of them. I am not willing to agree that all an average advertiser says of the thing he manufactures is true. skeptical. You buy from what I know to be the facts in the case."

And the experiment lasted nine

days only.

It can't be done.

A manufacturer who has just made a decided change in his business-paper advertising copy told us some things the other day which it seems would make all business-paper copy more resultful

A trip among twenty-five agents in as many different cities, taking a photographer along with him, resulted in the elimination of the "heroic" type of copy he had been, running. Helpful, actual copy showing just how various agents have progressed since taking on the agency for this particular manufacturer, was substituted.

The new campaign was not as sensational as the other.

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Are You Reaching the Consumer?

FLEXLUME Electric Signs turn your national advertising into sales. How? By telling where the product may be bought. Many national advertisers now give the same careful attention to their Flexlume advertising as to other forms of publicity. Flexlumes have a definite place in their advertising campaigns.

Back of every Flexlume is an unchallenged reputation for artistic quality which is your assurance of maximum advertising display. The facilities of the largest electric sign factory in the world and a nation wide service organization is behind every Flexlume.

Let us outline our trial test plan to you and submit designs and quantity prices

FLEXLUME CORPORATION

1040 Military Road BUFFALO, N.Y.



Aug.

D

SALES-PLANS Advertising Campaigns Sales-Promotion Literature

Sales-Fromotion Literature originated, prepared and operated—sales and advertising departments organized—salesmen trained—by high-grade organization of Sales Managers and Publicity Men of international reputation in successful marketing of varied commodities and specialities, through trade channels and by mail-order. Creative sales and publicity work in English, French, Spanish, Italian and German—throughout the United States, Canada, Europe and South America. Siricity portonal service—on controller or particular celebasis. Highest references and credentials.

Loomis-Cornut and Associates Incorporated Suite 1911, 25 West 44th Street, N. Y. C.

PREMIUM SERVICE and PREMIUMS

—We save you all the overhead expense, all your investment in premiums and all the worry and bother of buying, handling and distributing.

—Our business isn't identified with either co-operative coupons or trading stamps. Our patrons retain their identity; the premiums are theirs, the catalogs or leaflets are theirs and the coupons are theirs; we are simply their premium department.

-Let us send you our booklets explaining everything in detail.

THE PREMIUM SERVICE CO., Inc. 199 Franklin Street New York

Binders for Printers' Ink

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO. 185 Madison Avenue, New York was none of the "Come on and Get in While the Going Is Good" type of inspirational material. But obviously the prospective dealers have been far more impressed by messages from other men already handling the product than they were with a lot of fine words from the manufacturer himself.

It has been this manufacturer's experience that the dealer himself can supply most of the ingredients for the real dealer campaign. Records of other dealer's success makes the finest sort of copy arguments. Not only does it please the retailer whose store and methods are featured, but it convinces other prospects that the line must be a profitable and logical one for himself.

When a manufacturer sits down to announce something to a list of retailers, he invariably thinks that the news of a new union suit or what-not is important enough to make the retailer turn hand springs. He comes out with some sensational double-spread about "The Biggest News in Twenty Years of Underwear Achievement." Too much of this kind of copy is the result of laziness. It shows lack of footwork and lack of imagination in turning the result of good work into copy.

If the sales force will take more pictures, interview more dealers, talk to more window dressers, and if the fellow in the home office will dig out interesting letters from retailers who have done something with the



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They Were Amazed When Told the Price of This Paper

Shrewd buyers of paper, they knew that the price was from 35% to 40% below actual value.

They thought the Sabin Robbins salesman had made a mistake.

But he had not. He was showing them a sample of a ton lot that was a shade off color. It was a mistake in the making. The mill was glad to let Sabin Robbins dispose of the paper.

And were these men glad to buy it?

They were—and hundreds of printers the country over are landing contracts and making a profit using Sabin Robbins papers.

Any Advertiser Not On Our Weekly Sample Mailing List Should Get On in a Jiffy-a Postal Puts You There

SABIN ROBBINS PAPER CO.

National Distributors of Paper Mill Jobs

CLEVELAND, OHIO

MIDDLETOWN, OHIO

Branch Offices:

CINCINNATI, OHIO

ST. LOUIS, MO. 'Phone-Olive 9197

DETROIT, MICH. 'Phone-Main 6889

'Phone-Main 650

Aug.

Est. 1873

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

cereal Mills. The only A. B. P. paper in 630 W. Jackson Blvd. Chlos

Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc. Dept. B, 67 West Broadway, New York City





Free Leaflet ~ Tells How TANDARD SLIDE Corp. 209 WA8"SI

line, then copy addressed to retailers will be far more interesting than some of it is now. It is unfair to the manufacturer, the retailer and to the publication carrying the manufacturer's copy to have it merely lazy, "hurrah" material when there are so many opportunities to dig out selling talks and copy ideas that will be of real and helpful interest.

A recent California Fruit Growers Exchange business-paper advertisement informs dealers that the Exchange is in position to assist retailers with interior displays. Merchants are told that the association will furnish them material with which they can make their stores as attractive as they have been making their windows.

There isn't very much of this sort of co-operation being offered to dealers. With window display material and suggestions they are almost swamped. But, in comparison, the store interior is being neglected by manufacturers. Of course there are any number of counter cabinets, counter display devices, wall signs, and the like, all of which would come under the general head of interior display material.

However, this is only the beginning. There is a great deal that can be done to promote better interior display, and national advertisers, such as the California Fruit Growers Exchange, who point out to merchants how displays inside the store can be made to increase turnover and profits, will find this dealer work as effective as window aids, and even

and RALPH E. DEININGER

Until Sept. 8th, Address Mr. Deininger at Diamond Point, Lake George, N. Y.

GIBBONS knows CANADA

J. J. Cibbons Limited. Advertising Agents

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ten million Filipinos buy imports valued at \$87,500,000.000

THESE PAPERS DOMINATE THIS FIELD

LA VANGUARDIA **TALIBA** HERALD LIWAYWAY

SPANISH TAGALOG DAILY **ENGLISH** DAILY TAGALOG WEEKLY

and offer 23,063

more than the combined circulation of the next 5 most important dailies and weekly. Rates, surveys and information covering this rich and growing market cheerfully furnished.

OFFSET GRAVURE

means half tones and type etched intaglio in the plate, and printed by offset lithography, giving effects faithful to the originals and pleasing to the eye.



OFFSET GRAVURE

West 52nd Street New York

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

WANTED

Advertising solicitor for Eastern territory by a National Jewish Monthly established 1885. Circulation (A.B.C. applicant) over 60,000. Exceptional opertunity. Write fully about self.
Address M. Box 115, Printers' Ink, 232
S. Clark St., Chicago.

Ideas/

and the successful presentation of advertising to women. a position with an advertism seek of the seek

more so, because the competition is not so keen.

In this connection it is interesting to record that Lord & Taylor. the New York department store. has recently employed a man to devote himself entirely to the store's interior displays. It is the custom in most department stores to have the window display manager handle the interior displays. In the Schoolmaster's opinion, however, this plan does not work out well because the manager is usually too busy keeping the windows in condition to devote much time to the inside displays. Also he is unable to synchronize the various displays in the many departments of the store. When he makes an interior display in one department it may be several days or at least a considerable length of time before he is able to make a display in another department.

Under the plan to be used at Lord & Taylor's in the future, however, this difficulty will be overcome. Mr. Hornung, the new interior display manager will have as an assistant one clerk in each department of the store. This clerk will handle the displays in his or her department under Mr. Hornung's direction and supervision. Thus under this system it will be possible to have every display in the store synchronized and to change all displays as frequently as may be necessary.

New Western Golf Magazine A new golf magazine, to be known as The Fairway, is to be published at San Francisco by George Nickel.

5000 DEALERS PAY \$4 A YEAR TO READ BUILDING SUPPLY NEWS CHICAGO



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.

The Only "DENNE" in Canadian Advertising is the DENNE of A. J. DENNE & CO., LTD. TORONTO

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used Printers' Complete Outsitters Conner, Fendler & Co., New York City

FOR SALE
Thirty to forty thousand N style Addressograph plate frames, good condition. Will sell at very small proportion of cost.
Will send sample. Write Box 436, P. J.
OUR ACCURATE SOUTHERN MAILING LISTS will help you sell in the South. Write for prices. The Kenneth S. Keyes Co., List Dept., 325 Cooper Bidg., Adanta, Ga.

Advertising Agency for Sale Full recognition and equipment; desirable lease. Wonderful opportunity. Box 447, Printers' Ink.

A BUSINESS-GETTING N. E. SALES-WAN wants a line for that territory appealing to factories and large consumers. Have office, good name and wide experience; am dependable, married, 42, and can get the orders. Address Box 440, Printers' Ink, New York.

An experienced newspaper man wanted to take entire charge of daily newspaper in New England city of 20,000. Must invest \$10,000 cash to buy present manager's stock. Owner of majority stock has other interests that take all his time. Address D. F., Room 823, 100 Boylston St., Boston, Mass.

FUBLISHER SEEKS BACKERS
Business weekly established 3 years with
remendous possibilities seeks active or
inactive backer to finance expansion to
extent of \$1500 to \$2000 monthly. Excellent opportunity for publisher who
wants to add a publication or successful
advertising man who wants to go in
business for himself. Box 427, P. I.

WANTED—ADVERTISING MANAGER who can purchase part interest in old, well-established monthly agricultural class journal published in especially desirable Mid-West residence city. Illness of owner compels quickest possible decision. Will consider only highest type man or woman whose business integrity bear closest investigation. Right party can buy controlling interest with \$200.00 down payment, pay rest as business earns it. State qualifications in first letter correspondence mutually confidential. Address "Publisher's Representative," Box \$11, care Printers' Ink, New York City.

Printing Salesman with \$10,000 who can develop sales of \$100,000 yearly with New York office can become partner in well-organized and equipped, old-established shop specializing on catalog and booklet work. Two hours from New York. Investigation invited. Box 454, P. I.

TRADE PAPER OPPORTUNITY
I want a man of ordinary ability, lots of energy and some money to help me make a bigger paper out of one that in past year has jumped into the lead in its field in both circulation and prestige. Substantial interest for \$10,000. Incorporated, published in Chicago and has national circulation. Address Box 422, P. I.

HELP WANTED

HIGH-GRADE business paper in good field wants subscription salesman. Must have clean record and be handling good papers. Give names and territory to be covered. Box 429, Printers' Ink.

Wanted—Man thoroughly familiar mailorder advertising, letters, layout work, etc., appealing to general public. Part time only. Only letters giving full particulars considered. Box 432, P. I.

Advertising Solicitors—New English-Jewish newspaper in Brooklyn, spare or full time, attractive commission basis, maximum future ambitions. Write, stating age, experience, qualifications. Box 426, Printers' Ink.

Associate Editor — Engineering Publication To assist in handling monthly engineering journal published by large Milwaukee manufacturer. Experienced with contracting or engineering desirable. Enthusiasm and loyalty essential. Box 441, P. I.

Sales Executive—There is an excellent opportunity in a large sales organization for a young man experienced in inside sales work. Must be good correspondent, have initiative and executive ability. Not a routine clerical position, but one that requires a high-class man. Mention age, experience and salary desired. Box 455, Printers' Ink.

Paper Salesmen

wanted by old-established paper jobber. One for Cleveland and one for surrounding territory. Must have successful paper sales record. State complete details, including age, nationality, etc., and salary expectations in your letter. Box 431, P. I.

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WE CONNECT THE WIRES

CAN YOU CREATE ADlayouts? Have you had agency or similar experi-once? Would you be interested in positions paying at the start around \$1,800 to \$2,500? can offer you good opportunities. Tell us your story. Ask for our free registration terms. You make money-or we make nothing.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Advertising copy writer wanted by mail-order book publisher. Must have actual experience in writing mail-order copy on sets of books. Give details of copy on sets of books. Give details of experience; state age, religion and salary expected. Box 433, P. I.

Advertising Manager Wanted

The leading daily newspaper in a Westrn city of several hundred thousand population is looking for a man to fill the position of National Advertising Manager. Interview will be in Chicago. Please send full qualifications to Box 425, Printers' Ink, Chicago Office.

SALES MANAGER

Capable of developing and directing a national sales organization. Must be under forty years of age, preferably a technical graduate, and have had spe-cialty edition. cialty selling experience. The product consists of industrial electrical devices, the result of years of engineering and research work. Exceptional opportunity for one with proper qualifications. Location: Pittsburgh. Write P. O. Box 505, Pittsburgh, Pa.

A Salesman's Opportunity

We need several high-grade salesmen as "key men" in a National Sales Organization—men with a liberal education, pleasing personality, keen aggressiveness and ambition—in short, men with sufand amount and amount of the surficient caliber to meet and interview the leading professional, political and business men of the country on a basis of equality.

The men with the right qualifications will receive not only a thorough training, but also an actual field demonstration to prove earning possibilities of \$100 per week and upward. Certain "key men" are now earning \$200 per week.

Men who prove their selling ability can advance rapidly to coaching and managerial positions. Give full particu-lars regarding yourself in confidence.

MODERN ELOQUENCE CORPORATION 13 Astor Place, Dept. A-3 New York City, N. Y.

A Canadian Advertising Agency is anxious to secure the services of a first-class Copy Writer. Must have had considerable experience and be competent to take charge of department. Box 452, P. I.

Salesmen and Subscription Men

willing to make house-to-house calls. Age 25 to 35, must have a car, live in Westchester calls. Age 2s to 3s, must nave a car, live in Westchester County, Brooklyn, Long Island or Newark, N. J., territories to sell modern electrical domestic refrigerating machines. Priced at \$290 and up. Salary and commission or straight-commission basis. Address Frigidaire, 43 Warren St., New York City.

POSITIONS WANTED

ADVERTISING MAN-who has worked up through the ranks and knows the Technical, Industrial, Agricultural and Building fields. Salary, \$75. Box 437, Printers' Ink.

COMPOSITOR-TYPOGRAPHER

Young man (28 years old) seeks opening in an advertising agency as an assistant to layout man. Knows latest type faces. Box 428, Printers' Ink.

FEMININE APPEAL COPY—Young woman with three years' retail ad writing experience desires opportunity with agency or store. University graduate. At present with newspaper. Box 435, P. I.

Trade Journal Man

Broad experience advertising ideas, layouts—copy writing. Production—makeup. P. O. Box 25, Hamilton Beach, L. I.

NEW YORK FREE-LANCE WRITER

Eight years copy chief big agen-Box 444. Printers' Ink.

ADVERTISING MAN

(broad experience) seeks whole or parttime engagement promoting sales for manufacturers. Produced noteworthy results. Box 446, Printers' Ink.

ADVERTISING MANAGER AVAILABLE

Thoroughly experienced. Now employed, but desires change and larger field. Address for further particulars Box 101, Brentwood P. O., Md.

Young Talent for Agency

A clean cut young man of twenty-two, A clean cut young man of twenty-two, who would make advertising his life work, is desirous of entering a good agency. His qualifications are:

1. Graduate of Harvard (B.S.)

2. Thorough knowledge of the principles of advertising and marketing.

3. Forceful copy and layout.
4. Drawing ability and visualization.
Box 449, Printers' Ink

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SALESMAN 28; ten years' successful record in the specialty selling field. Open September 1 for permanent connection with a future. Box 442, Printers' Ink.

ARTIST

Experienced in illustration and design. Ideas and good layouts. Box 456, Printers' Ink.

SOLICITOR, idea man, writer-thoroughly capable and reliable, seasoned sell-ing experience in several fields, successful record. Seeks new connection with agency or publication. College education. Age 30, best references. Box 424, P. I.

Advertising Salesman—Thoroughly ex-perienced, reliable worker; good acquaint-ance, high standing New York and East-ern agencies; familiar accounts generally; services available for good-standing medium; best references. Box 443, P. I.

Advertising Solicitor Open for Posi-tion—Experienced on Class and Trade Journals, five years. Young, enthusiastic, aggressive. Familiar with all territory East of Mississippi. Will consider moderate salary until worth is proved. Box 423. Printers' Ink.

Al Artist for layouts, dummies and orignal finished work in pen and ink and color in any medium, figures, character heads, ornaments, lettering, desires space or connection with agency or printer to do their art work on piece basis. Chicago preferred. Box 434, Printers' Ink, Chicago.

CIRCULATION MANAGER-Now employed—desires change; energetic; clean cut; original ideas; ability to handle any cut; original ideas; ability to handle any problems in the department; familiar with A. B. C. records; economical builder of circulation; member I. C. M. A. References furnished. Eight years with one organization in city of 300,000. Wants permanent connection. Box 430, P. I.

Assistant Sales Manager

Young man of thirty-five, who has been assistant sales manager for past five years, would like to make connection with large machinery or manufacturing company with a view to managing branch office. Experienced organizer and "gets along" well with salesmen. Box 439, P. I.

DO YOU NEED THIS MAN? An Advertising, Sales Promotion or Pub-licity Manager, is now available to an established firm or organization offering

a desirable opportunity. Experience includes both personal and mail sales promotion, writing and editing of a sales house-organ, management of adver-tising, publicity and mail sales campaigns for a Two-Million-Dollar Investment Com-pany and an Automobile Manufacturer.

pany and an Automobile Manutacturer.

An executive position requiring both field and office work along sales promotion or development publicity lines is desired, though not essential. Now located in the South, but will go where the desired opportunity is offered at a reasonable salary. Box 438, Printers' Ink.

ABLE ADVERTISING WOMAN-Ten years advertising manager, retail stores, \$150,000 appropriation; also six years agency executive. Especially proficient fashions and fabrics. Valuable publicity and promotion connections. New York or elsewhere. Box 448, Printers' Ink.

ADVERTISING EXECUTIVE

with wide experience as service agency white white experience as service agency manager, copy chief, and as advertising and sales manager for manufacturers, de-sires connection. Enviable record in genwork. My clients stay sold. I am a Gentile, unmarried, and now in the South. Box 453, Printers' Ink.

LAYOUT AND PRODUCTION MAN

28; thorough shop training; 2 years with Art studio; 3 years with large Printing Plant; 3 years in charge of Production with agency. Good at layouts, design and typography. Presently employed. Box 450, Printers' Ink.

MAGAZINE AND AGENCY EXPERIENCE

I want a future my present connection cannot offer. Am salary-sensible; teachable, 25, married. Unusual, forceful writer with imagination. Two years on two publications—one Western and semi-technical, one a national popular magazine—writing, rewriting, reporting, editing, reading manuscripts, making-up, correspondence. Five months with an agency-my present position—copy writing, some contact. Honor graduate, school of journalism. Also specialized in English and psy-chology. Box 445, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter. copy, drawings, etc. Admatter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all sam-ples entrusted to them.

PRINTERS' INK acts in the PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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Amplify your BOSTON BROADCAST

WEEK in and week out the Herald-Traveler carries more lines of national radio advertising than any other Boston newspaper. Month after month the Herald-Traveler also leads the Boston field in *local* radio display lineage. Many radio advertisers use no other Boston newspaper.

This flattering preference of radio manufacturers for the Herald-Traveler is a deserved testimonial to unique service rendered.

Seven nights a week the Herald-Traveler entertains appreciative fans all over New England with splendid programs sent out from station WBZ. Every Friday the Herald-Traveler publishes a live radio news tabloid—the only one in the field.

Thus the Herald-Traveler not only covers the existing radio market in Greater Boston, but also is constantly extending that market and creating hundreds of new customers for radio equipment and supplies.

If you contemplate a newspaper campaign in the rich Boston territory, by all means send for our two informative booklets, "The Road to Boston" and "Mistress Boston Goes to School."

These explain in detail why the Boston advertising situation is without parallel in America today. They show how the close relationship between the Herald-Traveler and its family of readers results in satisfying reception for any advertising message broadcast through its columns. They will point out how you must amplify your Boston broadcast if you would reach the most responsive audience in this market.

Write for these two booklets today. Both will be sent you, gratis, upon receipt of request on your business stationery.



Proof of our Faith

WE are building the world's finest office building in this Presidential Year. That proves our faith in the soundness of business.

We are developing new timber lands and constructing a new paper mill. The United States is going ahead and we don't want to be left behind.

As a result of aggressive advertising and selling Chicago Tribune circulation is 50,000 ahead of last year. Our advertising revenue is also larger in 1924 than it was in 1923.

This prosperous, growing, aggressive institution is at your service, ready at an instant's notice to assist in increasing your sales and swelling your profits.

Let us help you to make our customers your customers also!

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER